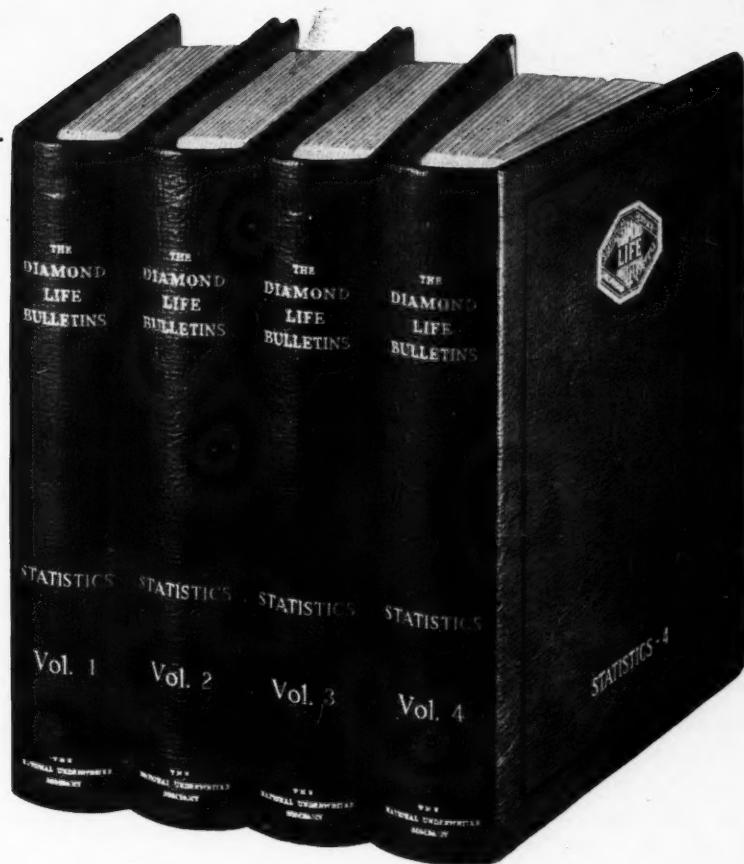


The **NATIONAL UNDERWRITER**

Life Insurance Edition



THE DIAMOND LIFE BULLETINS STATISTICAL SERVICE

KEPT UP TO DATE MONTHLY

A Ready Reference to Rates, Dividends, Surrender Values and Policy Contracts of 50 Leading Companies

FEATURES.

- Data on standard and unusual policies.
- Dividend schedules and results of accumulations.
- Surrender values.
- Policy provisions fully analyzed.
- Aviation rules and ratings.
- Limits—ages and amounts.
- Investment contracts' limits.
- Current interest rates.
- Settlement Options—Election by beneficiary; remarriage clause, withdrawal privileges, change from interest only option, guaranteed interest rates, etc.

Subscription Rate: \$3.50 a month the first year and \$2.50 a month thereafter

THE DIAMOND LIFE BULLETINS

420 EAST FOURTH ST.

A National Underwriter Publication

CINCINNATI 2, OHIO

FRIDAY, JUNE 27, 1947



Dixie... Farm girls do St. Augustine in a surrey, see oldest house, school, and church in the U.S.



Mount Vernon... The stately pillars mark the "back" door to George Washington's home.

Harvester's holiday...

When crops are in, the farmer and his wife take an earned vacation... catch sun, sand, surf, sea-air in the South... snow sports in Canada... do Washington, D.C., Acapulco, or Monterrey... visit farm friends in Virginia, Texas, California... see the Yosemite, Crystal Gardens, the Mardi Gras... rest, relax, loaf, have fun, sight-see, shop, spend...

Traveling by plane, diesel-powered streamliner, luxury ship, or the family automobile, the top farmers get around, like to go places, do new things... visit one of the foreign or U.S. travel spots regularly described and pictured in **SUCCESSFUL FARMING**.

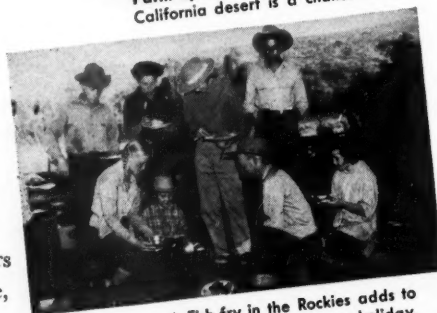
The fastest growing travel market, today's best farmers are also an increasingly important market for insurance, best covered by **SUCCESSFUL FARMING**... with more than 1,200,000 circulation concentrated in the 15 agricultural Heart states... with the largest income and yields, cash crops, investment in buildings and equipment, the greatest backlog of spendable surplus... best policy prospects in the U. S. today! For more data, call any office, **SUCCESSFUL FARMING**, Des Moines, New York, Chicago, Detroit, Cleveland, Atlanta, San Francisco, Los Angeles.



SUCCESSFUL FARMING



Palm Springs, Cal... A mid-winter trip to the California desert is a chance to catch the sun.



Colorado... A Fish fry in the Rockies adds to the excitement of a welcome Western holiday.



Canada... Trail riding is fun for the farmer's daughter vacationing on Alberta's mountain trails.

Senate Group Has Hearings on Crosser Issue

Insurance Interests Are Showing Fighting Spirit at Washington

WASHINGTON—A Senate labor and welfare subcommittee headed by Senator Ball, Minnesota, Monday began a two-day hearing on legislation to repeal non-occupational, sickness and maternity benefit provisions of the Crosser railroad retirement act. The first day was allotted to proponents of the legislation, the second day to the opposition.



E. J. Schmuck

The Howell subcommittee Wednesday, with but one dissenting vote, recommended the bill (HR 3150) to the full interstate commerce committee.

Pilling Gets Credit

Much credit for the resurrection of the bill to modify Crosser act benefits goes to Neville Pilling, U. S. manager of Zurich. He attended the famous House committee hearing that didn't come off—when Rep. Crosser resorted to gag tactics. This so infuriated Mr. Pilling and he was already so intensely devoted to the legislation that for the past several weeks he has given practically all of his waking hours to the cause of HR 3150. When others were ready to throw in the sponge Mr. Pilling became all the more determined to go ahead and he has provided the necessary spark. He has been at Washington days on end and has interviewed important legislators at their homes over week ends. When he is at Chicago he is on the phone almost constantly in the interest of HR 3150.

Concluding its hearings Saturday, the House subcommittee heard Harry See, representing Brotherhood of Railroad Trainmen, say it has \$160 million life coverage in force and has paid \$150 million claims; this in addition to accident and health. Mr. See indicated his organization does not fear the effect of Crosser benefits upon the BRT insurance program. On the contrary, his position was that the Crosser insurance program and increased benefits would make brotherhood members more insurance conscious and interested in acquiring more protection.

Monday's witnesses at the Senate hearing included Dewey Dorsett, Assn. of Casualty & Surety Companies; Edward D. Brown, Chicago actuary; Edward J. Schmuck, National Assn. of Life Underwriters; Robert L. Hogg, American Life Convention; Seward H. Jacobi, manager social security department, New Jersey chamber of commerce, on behalf of the social security committee of National Assn. of State Chambers of Commerce; Hugo Kuechenmeister, controller of Ed. Schuster & Co., Milwaukee, and James M. Souby, general solicitor Assn. of American Railroads.

Oscar West, National Assn. of Insurance Agents, presented a statement in support of the bill to repeal Crosser act

Institute Pegs in Force Total at \$180 Billion

Institute of Life Insurance estimates that life insurance in force has reached \$180 billion, an increase of \$6 billion in the first half of the year and \$25 billion greater than at the end of the war. This protection is on the lives of more than 73 million people.

Despite a decrease in the second quarter, purchases of new insurance are at about the same level as last year with the six months' purchases estimated at about \$10,500,000,000, practically the same as the first half of last year and one-half greater than in 1945. The Institute reports that group insurance purchases are three-fourths greater than in the first half of last year and more than twice the first half of 1945.

It is estimated that total assets are \$50 billion, an increase of \$2 billion since the first of the year and a gain of \$3½ billion in the past 12 months.

Three-fourths of the total increase in assets represents financing business and industrial activities, with corporate bonds and real estate mortgages showing a net increase of more than \$1,500,000,000. This is a much larger portion of funds than had gone into these channels formerly.

The Institute gauges payment to policyholders and beneficiaries at \$1,520,000,000 in the first six months, a rise of \$70 million over last year. The rise in death benefits of one-third over 1941 reflects greater amounts in force and not increased death rates. Payments to living policyholders show an increase of 9% over last year and represents 55% of total payment.

benefits. Others attending the hearing included Lawrence Baker, counsel, N.A. L.U.; A. L. Kirkpatrick and H. E. Hilton, U. S. Chamber of Commerce insurance department.

A feature of the hearing was the questioning by Senator Ellender, Louisiana, of witnesses, as to whether they or their organization had done anything about the Crosser act while it was pending before Congress. Mr. Schmuck admitted: "I am afraid our association was caught napping early in 1946," when the Crosser bill was pending.

Mr. Hogg said his group made no opposition before congressional committees during the consideration of that bill. "We took violent exception to the non-occupational benefit provision," he said, "but the House committee reported the bill without that provision, which was put in on the floor." Senate hearings were very brief last year.

Asleep at the Switch?

These statements were along the lines of comment a year ago among insurance observers here that the insurance industry has been "asleep at the switch" while the Crosser bill was in process of being "put over" in Congress, until almost the last days of the fight, when it was too late to organize opposition.

Mr. Brown brought out there are 500,000 former railroad employees who would be eligible for Crosser law benefits. Besides making a statement similar to that before the House committee, Mr. Brown gave examples of rates paid by railroad employees under various plans of coverage providing for sickness, accident and death benefits.

Mr. Dorsett made a statement similar to his before the House committee. Mr. Schmuck dwelt upon the need for integrating the various social security or social insurance systems, their benefits, etc., the disparity in which the Crosser act increases. He predicted the Crosser

(CONTINUED ON PAGE 6)

1946 Lapse Ratio Increase May Augur Harder Times

The ratio of ordinary and industrial lapses and surrenders to the average number of policies in force increased during 1946 for the second straight year, according to the Institute of Life Insurance. The 1946 ratio was 6.20% compared with 5.91% in 1945 and 5.30% in 1944. The 1946 ratio was, however, lower than that for any year prior to 1944.

The ordinary life ratio of lapses and surrender was 2.70% compared with 2.19% in 1945 and a record low of 2.16% in 1944. Last year's industrial ratio was 8% as against 7.68% in 1945 and 6.76% in 1944, also the record low.

The Institute notes the strong correlation between discontinuance of life policies and the rate of business activities. In both ordinary and industrial, over the past 46 years, favorable records show that when the turn was toward a boom, the lapse ratio turned down, and when the turn was toward decreased activities, the lapse ratio rose.

L.I.A.M.A. Plans Revision of Aptitude Index

The L.I.A.M.A. aptitude index for selection of agents is to undergo revision.

Dr. S. R. Wallace, Jr., research director, says that the index is doing a good job now, but they want to discover what improvements can be made. Member companies during September will send all agent selection test forms of all kinds to the association. This study will include for the first time scores of men who are not hired.

After the test forms are received, the association will be able to provide comparative data on the test level of the group from which companies are drawing their agents. They also will be able to tell what proportion of high scoring men are being rejected and what proportion of low scoring men are being hired. Six months after the first returns are received, companies will be asked for production data on these men and a series of validation studies will be started to enable the tests to be measured for the first time.

Pa. Governor Signs Five Insurance Measures

HARRISBURG — Gov. Duff has signed five legislative acts relating to insurance. One authorizes domestic insurance societies to invest in securities of the federal government and loan associations and other institutions to the extent that such investment is guaranteed by the U. S. government. Another authorizes beneficial and protective societies to incorporate or reincorporate as limited life companies.

A bill permits certain additional stock companies to come within provisions of the state insurance laws of 1921. Another act changes the penalty for insurance companies failing to make financial reports to the state on schedule by eliminating the flat \$100-per-day fine for each day of delay, and substituting a maximum fine of \$100 for each day. The fifth bill establishes a \$100 fee for re-listing of an examination for an agent who fails to appear for or pass a previously listed examination.

Pension Conference Change

Harold K. Kramer, assistant vice-president of Borden Co., is replacing E. G. Becker, assistant secretary Libby, McNeil & Libby, on the U. S. Chamber of Commerce pension trust conference, New Orleans, July 9-10.

Roundup of A. & H. Field Leaders Is Largest Ever

New Constitution Adopted for National Association at Boston

NEW OFFICERS ELECTED

President—Gilbert H. Knight, Federal Life & Casualty, Cleveland.

First vice-president—E. F. Gregory, Business Men's Assurance, Denver.

Second vice-president—C. B. Stumpf, Illinois Mutual Casualty, Madison, Wis.

Executive board—(Three years) E. G. Lambertson, Great Northern Life, Lansing, Mich.; Christopher F. Lee, Columbian National Life, Boston (reelected); Arthur Johnson, Travelers, Des Moines, and Carl A. Ernst, North American Life & Casualty, Milwaukee. One year—G. V. Chandler, General Accident, San Francisco, and Porter Bywaters, Employers Casualty, Dallas.

By FRANK A. POST

BOSTON—Climaxing one of the largest and most successful annual meetings ever held, evidencing the growth of the organization and the increasing interest, the National Assn. of Accident & Health Underwriters at the closing session Wednesday adopted a new constitution. This was brought up to date to meet present day conditions resulting from the successful establishment of a headquarters office and the centralizing in it of various association activities.

The most important changes made were the elimination of proxy voting, the dropping of past presidents as voting members of the national council and doing away with mid-year meetings. Under the new setup, the executive board urged that local associations pay all or part of the expenses of delegates, so as to assure that all of them would be represented.

Minneapolis was selected for the next meeting. St. Louis also extended an invitation for next year and Milwaukee asked for the 1950 meeting.

Conrad J. Eliason, Monarch Life, Minneapolis, was elected chairman of the Leading Producers Round Table. He has been secretary the past year. Rolf R. Holl, Mutual Benefit H. & A., Kansas City, was named a new member of the executive committee. No secretary was elected, as the secretarial work now is to be taken over by the National headquarters office.

It was decided that all new qualifications hereafter must be on the basis of personal production. Heretofore managers and general agents have been permitted to qualify on certain standards of agency production. The change will not affect those who have qualified previously and desire to go ahead with the five years of qualification required for life membership.

The women's division reelected Myrtle B. Quinn, Continental Mutual H. & A., Denver, as chairman, and named Josephine M. Gaskill, Loyalty group, Newark, as vice-chairman. Miss Gaskill received the first prize for bringing in the largest number of new members, 31, and Margaret Haskell, Loyalty group, Chicago, was second with 23.

Brief talks were made by the chair-

(CONTINUED ON PAGE 8)

Aetna Regionals Opened at Lake Tahoe, California

Confidence in the business outlook was expressed by Morgan B. Brainard, president of Aetna Life, at the western conference of the Corps of Regiments at Lake Tahoe, Cal.



M. B. Brainard

Scouting depression talk, Mr. Brainard conceded there might be a momentary slackening, but traveling across the country and seeing what makes it great is to gain confidence.

Mr. Brainard said that this visit is the first opportunity he has had in 12 years to see important investments Aetna has made. He said that growth in California is sound.

Commissioner Allyn of Connecticut declared that Aetna Life has a long record of stability and fair dealing, is conservative and yet has a progressive spirit.

Allyn Attacks Socialization

Attacking proposals for universal compulsory health insurance as wholesale regimentation, Mr. Allyn said the greatest fallacy is to believe that all the people can get protection from the government for nothing.

He characterized state supervision as a constant check against unfair competition at the ultimate expense of the policyholder. The light of publicity injures against unfair and deceptive practices. High prices and high taxes create the life insurance market because life insurance is the only answer to providing for the future. Life insurance is living proof that private enterprise is not incompatible with public interest, he declared.

Robert B. Coolidge, vice-president, said that the professional concept of the life agent is now a reality. As a doctor must constantly study his profession, the life agent owes his clients never-ending study.

One of Three Regionals

The Tahoe meeting is one of three regional conferences for leading salesmen. Other meetings are being held in Asheville and Quebec. Several hundred salesmen and their wives, general agents, supervisors and home office officials, attended the Tahoe meeting and took part in the business sessions, golf tournaments and sight-seeing trip.

I. F. Cook, secretary of the group division, said there may never be more ideal conditions for the writing of group. With skilled labor still at a premium, high levels of employment and general endorsement of group insurance by management and labor, it is easy to see why numerous companies are going into the group business.

A revised business insurance sales kit was introduced, consisting of a presentation, a text book, a demonstrator and an evaluation sheet. J. F. Euler, assistant, gave a demonstration of its use.

D. P. Cavanaugh, associate counsel, and J. Denny Nelson, field supervisor, introduced a new sales presentation of the deferred compensation plan. They declared that there is great opportunity now for use of a plan under which the employer-corporation agrees to provide future income to the executive or his estate.

Donald E. Hanson, assistant superintendent of agencies, stressed the importance of the estate control plan in building clients.

Curtis Lamb, home office direct mail consultant, described the growth of the

program which, launched only six months ago, is now one of the largest in the business. Mr. Lamb stressed that direct mail is only as important as the names submitted by salesmen. In a discussion which followed, Charles H. Greeley, Des Moines, Armond H. Schneider, Denver, Rea A. Hardaway, San Francisco and William B. Feldenhimer, Portland, Ore., seconded Mr. Lamb's advice.

S. W. Schember, San Francisco, described techniques he uses to secure interviews leading to the sale of thrift plans.

E. H. Robinson, San Francisco, declared that prompt and complete hand-



R. B. Coolidge



Ellery Allyn

ling of accident claims is helping build a large clientele. Mr. Robinson said his prospecting problems are almost solved by the strong client relationship which accident is building for him.

A. C. Coles, Vancouver, a former R. C. A. F. ace, compared the confidence which a successful fighter pilot must have with the confidence which must be possessed by a successful life insurance salesman.

B. H. McGee, Denver, illustrated how the establishment of client relationship gradually solved competitive and prospecting problems.

J. E. Nelson, Los Angeles, cited his experience to demonstrate that self-imposed time control is the best supervisor a salesman could have.

John Marshall Co. Extending Its Operations to 15 States

The John Marshall Insurance Company of Chicago which writes group hospitalization insurance has now been licensed in 15 states including New York, Pennsylvania, Michigan, Colorado, Delaware, Indiana, Illinois, Kentucky, Missouri, Ohio, Vermont, Washington and West Virginia. It has established branch offices in four states. All its managers and solicitors are on a salary basis. This company pays the entire hospital bill in any hospital, plus provision for surgical and medical expense.

It will soon establish other branch offices in Illinois, Ohio, Michigan and West Virginia. The Arkansas Medical Society and the Arkansas Hospital Association have officially approved its health insurance program. A state office will be started in Little Rock.

California has approved the application of the company and will give its official status when an agent is appointed.

Revenue Bureau Will Rule on Pension Changes in Advance

WASHINGTON—Internal revenue bureau will now render rulings in advance on amendments, consummated or proposed, which result in the curtailment or resolutions which result in the termination of pension, profit sharing or stock bonus plans, where the request for such rulings is accompanied by complete information.

Such requests should be forwarded to the internal revenue commissioner, Washington, attention of the pension trust division, which will refer them to a field division for consideration and issuance of applicable ruling. The procedure followed in the processing of original requests for rulings applies to requests for supplemental rulings on termination or curtailment.

Southwestern Life Agents in Session

Establishment of a plan of vested service commissions; raising of the limit of issue from \$100,000 to \$200,000, and revision of the agents' group life insurance plan to provide further protection were announced by President C. F. O'Donnell at the four-day agency convention of Southwestern Life held in Dallas. He arose from his sick bed to address the convention.

Details of the new plan were not announced but it was indicated it would apply to all Southwestern agents under contract three years.

The increase in limit of issue applies on ages 20-50, and the group life revision extends coverage to agents who have qualified for the Life Club 15 times, providing protection as of the agent's last qualification date.

New Policy Announced

A new policy was announced which provides monthly income for a beneficiary until the insured would have reached age 70. It is a low-cost plan providing larger amounts of monthly income. It was described by E. G. Brown, vice-president and actuary. He also announced that in the six-year interim since the company last held an agency convention, insurance in force had expanded more than \$200 million, passing \$600 million in May.

Commissioner Butler of Texas addressed the annual banquet of the Life Club at which James R. Wood, vice-president and general counsel, presented awards to agents for their 1946 production records. Among those recognized were John P. Costello, Dallas, trustee N.A.L.U., who last year led the company's field force with more than \$6 million of new Southwestern Life business. He paid for more than \$4 million in 1946 to become a qualifying and life member of the Million Dollar Round Table.

R. E. Cohn, Fort Worth, was presented an award as the most efficient agent, with a 1946 persistency of 100%.

Attorney Foosaner Talks

The Top Club of 179 members, largest in its history, convened a day prior and was addressed by S. J. Foosaner, Newark tax attorney, on federal estate, state inheritance and business life insurance problems. He conducted a round table discussion and complimented club members on having written in excess of \$70 million in 1946.

John Arden, Waxahachie, Top Club president, presided at the one-day session, and Lonnie Langston, Lubbock, president of the Life Club, conducted that organization. Agents gave talks, including Eli Rubin, Hallettsville, "Serve Well, It Pays;" M. H. Ingram, Dallas, "Social Security Selling;" Harry Gateley, Jr., Fort Worth, "Pension Trusts;" D. L. Alford, Jr., Caldwell, "Selling to Fit the Need;" E. J. Myers, Fort Worth, "Creating an Estate;" W. S. Gober, Jacksonville, "Small Town Selling."

R. R. Davenport, director of sales, in the convention session spoke on "Is the Workman Worthy?" He deplored the "insidious trend in thinking that has taught people to expect pay for not working, and yields from not planting," and asserted it has "inspired dependence instead of self-reliance, and security in preference of freedom."

Registrations exceeded 600, including some 300 agents and their wives.

Dr. Howard E. Wiley, who became the medical director in January, and other officers addressed the gathering.

Opens at Daytona Beach

An industrial office in Daytona Beach, Fla., has been opened by Prudential. Under G. Jerome Cordray, assistant district manager, it will operate as a branch of the Jacksonville office under James N. English. Mr. Cordray, has been identified with Prudential since 1927 at Jacksonville.

Companies Deluged with Calls from "Ad" Agency Men

NEW YORK—As a result of drastic curtailments in the advertising appropriations of many widely advertised products, insurance advertising managers are finding themselves deluged with calls from advertising agency representatives seeking a substitute for lost revenue. Thus far this intensive sales activity is not producing any great volume of new customers. The sales appeal is generally on the basis of the agency's fine service, its research facilities, etc.

Usually the company is well enough satisfied with the services of its present agency. What the seekers for new business seem to lack is new ideas, attractively presented, that appeal to the advertising managers. It is evident that many of the calls by agency representatives are motivated more by an urgent desire for additional business for the agency than by a thoroughgoing study of the prospective advertiser's problem and how to solve it.

Hubbard Takes McMonigle as Ida. Commissioner

James Hubbard, an agent for New York Life at Lewiston, has been appointed Idaho commissioner to succeed Edward B. McMonigle. Mr. Hubbard had been endorsed at the recent meeting of the Idaho State Assn. of Life Underwriters. He has been an agent for 24 years in Pullman, Wash., and Lewiston and is a charter member of the Lewis-Clark association.

The legislature at its recent session changed the setup of the insurance department, making it an independent bureau under a commissioner. Heretofore, it has been under the supervision of the commissioner of finance.

Hartford Men Are Named

James F. Keating, assistant secretary of Hartford Accident, has been named second vice-president of the Sales Executives Club of Hartford. W. Dorsey Endres, vice-president Billings & Spencer Co., was named president, succeeding Frank S. Townsend, manager of the Allen, Russell & Allen agency of Connecticut General. Among directors chosen for three years is Roy L. Fosbrink, Aetna Casualty. Mr. Townsend was named a director for one year.

Oakland Is "Champ"



Charles J. Taylor, general agent at Oakland, is here receiving from Vice-president Virgil H. Smith, the Beneficial Life president's cup. The cup is awarded once a year for outstanding agency achievement, and is the highest honor a Beneficial Life agency can attain. It is based on production, organization and training of new men, and cooperation with the home office.

The cup was personally presented to Mr. Taylor at a dinner held at Berkeley, which was attended by the agents in northern California.

1,000 Pa. Agents Convene at Capital; Elect Kreder

Organize Quarter Million Round Table; Soak Up Ideas

NEW OFFICERS ELECTED

President—Karl H. Kreder, Metropolitan, Allentown.

Vice-presidents—W. P. Smerick, New England Mutual, Johnstown; N. H. Weidner, Reliance Life, Pittsburgh; W. B. Wagner, New England Mutual, Harrisburg.

Secretary—A. C. Adams, John Hancock Mutual, Philadelphia.

National committeeman—A. C. Finkbinder, Northwestern Mutual, Philadelphia.

Executive committeeman—V. L. Phillips, Occidental Life of California, Philadelphia; J. S. Von Kleeck, Prudential, Westchester; E. O. Manwiller, New England Mutual, Reading.

By DONALD J. REAP

HARRISBURG, PA. — Almost 1,000 agents from the 33 local associations attended the annual convention of the Pennsylvania State Assn. of Life Underwriters at this capital city.

Karl H. Kreder, Metropolitan manager in Allentown, is the new president of the association. He entered insurance in 1931 as a Metropolitan agent in Scranton, upon his graduation from Princeton. In 1934 he was named assistant manager in Wilkes-Barre and in 1939 became manager at Dubois, Pa. In 1941 he became manager in Charleroi, Pa., and in 1945 went to Allentown. He spoke at the national convention in 1944. He became a C.L.U. in 1946.

Charter memberships in the Quarter Million Club totalled 112 with additional charter members expected to enroll before the June 30 deadline. Jerome C. Gorman, Harrisburg, was elected chairman; R. L. Pope, Sun Life of Canada, Philadelphia, vice-chairman; W. B. Arnold, Northwestern Mutual, Williamsport, secretary; J. K. Eby, Ohio National, Mountville, executive committee member.

Reiley Discusses Leadership

B. Carl Wharton, general agent of Fidelity Mutual, Harrisburg, was chairman of the first luncheon at which Mayor Milliken welcomed the delegates. Toastmaster was W. A. Craig, vice-president of the American Society. He introduced R. D. Hinkle, Equitable Society, Chicago, national C.L.U. president, who brought greetings.

Edward T. Reiley, Mutual Benefit Life general agent at Philadelphia, said that the sources of human leadership are conviction, purpose and human understanding.

Following this talk there was a C.L.U. forum, directed by Dr. David McCahan, dean of the American College. A meeting of the delegates followed at which L. V. Drury, manager of Sun Life of Canada in Philadelphia, retiring president, made his report. He awarded particular praise to the legislative committee for aid in passage of bills liberalizing investment in housing.

Brief reports of work by other committees were sandwiched in before elections were held. A resolution was passed condemning cut-rate policies paying a lower rate of commission. Recommendations for increasing state-local

association membership (now 4,459), were made and a suggestion to reduce overlapping of work by national and state organizations followed. The education committee thought it inadvisable to inaugurate a Purdue type



A. C. FINKBINER

training program at state universities because of crowded conditions.

Maurice F. Hansen, New York advertising executive, reviewed the advertising and public relations program of the Institute of Life Insurance. He said that the assignment was to maintain and develop a favorable public attitude toward life insurance, and to increase public knowledge of the business — especially as to the value of the agent. He demonstrated that the objective was worthwhile through a group of charts, newspaper editorials and letters from government, business, social service

(CONTINUED ON PAGE 9)



Karl H. Kreder

Women's Q.M.D.R.T. Roster at 78

With announcement of 37 additional qualifiers, the roster of the 1947 Women's Quarter Million Dollar Round Table of the National Assn. of Life Underwriters now totals 78 according to Ruth M. Kelley, Manhattan Life, Detroit, chairman. Of the total, 29 have qualified for the first time this year, 16 have qualified for two successive years, 12 for three successive years, to become new life members, and 21 are already life members who have qualified again. The qualifying period for this year's round table closes July 31. Applications must be filed before Aug. 10.

Plans for this year's meeting of the women's Q.M.D.R.T. at the National association's annual convention in Boston, include a luncheon on Monday, Sept. 8, to be followed by a program honoring the founders and charter members of the organization. The annual meeting and election will be that afternoon. On Tuesday evening, Sept. 9, a reception will be given for the members of the round table, which will be followed by the annual banquet.

Signs Three Mich. Acts

LANSING, MICH.—Three acts of interest to the insurance industry have been signed by Gov. Sigler. One is the fair trade practice measure originally introduced with the three all-industry bills by Sen. Hamilton, Battle Creek agent and insurance committee chairman. Another act provides for a specific four-year term for the commissioner, modifying the present provision that the commissioner shall serve at the governor's pleasure. The third new act, not directed specifically at insurance business but obviously affecting it, provides for registration and licensing of all legislative agents (lobbyists).

The A. M. A. Centennial

The American Medical Association (like the Penn Mutual) is holding a Centennial in 1947.

In the 100 years between 1847 and 1947 there has been extraordinary progress made throughout the medical world. The 100 years began with the introduction of chloroform and the discoveries of scientific aids followed rapidly. Early included were such discoveries as the hypodermic syringe, the ophthalmoscope, modern nursing, Pasteur's bacteriology. There became familiar such strange-sounding terms as gonococcus, streptococcus, staphylococcus, tubercle bacillus, antitoxins, x-ray, radium, hormones, vitamins, insulin, bronchoscope, gastroscope, electrocardiograph, shock treatment.

The members of the American Medical Association, now started on its second century, have before them many problems so far only touched upon. The medical field is still rich for development.

1847 — Penn Mutual Centennial — 1947

• • •

THE PENN MUTUAL LIFE INSURANCE CO.

JOHN A. STEVENSON
President

INDEPENDENCE SQUARE, PHILADELPHIA

LARGEST EVER

Lincoln National Has Eastern Rally at Bretton Woods

Approximately 300 top ranking representatives of Lincoln National Life attended the company's eastern regional convention at Bretton Woods, June 24-26. Features of the gathering included talks by President A. J. McAndless and other officers of the company, and a discussion of "Why Men Buy" by Isaac S. Kibrick, New York Life, Brockton, Mass.

C. F. Cross, vice-president and manager of agencies, presided at the first session. He noted that the meeting was the largest ever held, including that in 1940 when the company held a single convention in Miami celebrating the first \$1 billion in force. Lincoln National will hold a western regional meeting in San Francisco July 14-16. Mr. Cross introduced members of the Million Dollar Round Table of Lincoln National and the more than 35 winners of the National Quality Award present at the meeting.

President McAndless paid tribute to the late Alfred L. Dern, vice-president and director of agencies, and thanked the agents for their outstanding production during President's Month in May.

Speakers at First Session

F. J. Travers, second vice-president, discussed "Economic Adjustments — Then What?" He showed how it is to the average policyholder's advantage to invest in life insurance during rising living costs.

Dr. G. M. Graham, assistant medical director, described, "Recent Trends in Risk Appraisals" and discussed liberalization of underwriting as a result of recent advances in medical treatment.

Henry F. Rood, actuary, ordinary department, discussed "The New Rate Book" and described the plans to be included, expected changes in policies, and general level of rates.

The ladies attended a breakfast Tuesday morning. The afternoon of the first day featured a trip to the summit of Mt. Washington. Motion pictures were shown in the ballroom Tuesday evening.

W. T. Plogsther, director of field service, presided at the Tuesday business meeting. Theme of the session was: "Becoming a Career Underwriter," with the emphasis upon estate analysis, programming, and quality prospecting. The session opened with the "Programming Panel," led by John D. Marsh, Washington general agent, during which the successful programming technique of the Washington agency was demonstrated.

Four specific methods of quality prospecting were covered by J. P. Whiffen, Madison; E. R. Small, general agent at Peoria, Ill.; L. Stanley Storms, Niles, Mich., and Harold F. Breuninger, Newark.

C. A. Benedict, Muskegon Heights, Mich., cited his own personal experiences in answering the question, "Why Become a Career Underwriter?"

Describes Far East Situation

Dr. O. Abueg, agency supervisor of Theo. H. Davies & Co., Far East, Ltd., general agents in the Philippine Islands for Lincoln National, discussed post-occupation life insurance problems in the Philippines at the Thursday session.

Arthur C. Rogers, manager group department, told about "Selling Group Insurance." He discussed current needs for employer-employee benefit program and outlined methods used in selling.

Following the convention, members of the President's Club entrained for Montreal where they boarded the S. S. Quebec for further convention activities of the top production club of the company.

Joe M. Lee, Jr., formerly with Metropolitan Life, is now district agent of Penn Mutual at Augusta, Ga.

Agents Want More Company Publicity

In a survey conducted by Life Insurance Agency Management Assn. among 10,000 agents representing 20 companies, most agents called for more company advertising.

Agents of companies that conduct extensive advertising programs applauded the results upon the public. Agents of companies with light advertising campaigns were strong for expanded advertising. They particularly want local advertising. They want the company, the agent and the product better known. They want the concept of life insurance brought to the public by individual companies.

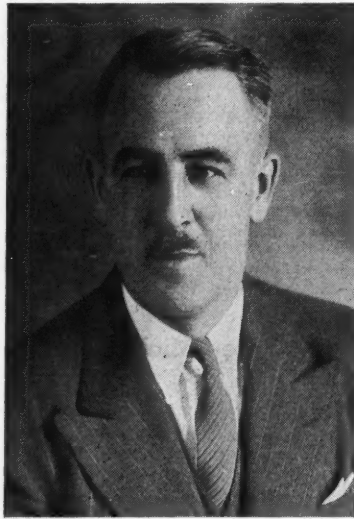
This was brought to light in a job satisfaction study. There was no question on company advertising. Yet, in reply to the question, "What could your Home Office do to improve your job and help you become more successful?" the admonition to advertise more ranked first among branch office companies and fourth among the companies having general agencies.

Clyde James, first vice-president and secretary Midwest Life, has been named

chairman of the joint community chest-council of social agencies budget committee at Lincoln, Neb., and B. Doobs, district agent Mutual Benefit, and Edwin A. Frerichs, agency vice-president Security Mutual Life, Lincoln, are on the committee.

St. Louis President Has Broad Executive Background

John H. Leaver, the new president of the Life Insurance General Agents & Managers Assn. of St. Louis, has been general agent in St. Louis for Mutual



JOHN H. LEAVER

Benefit since 1943, and started in the business in 1922. He has been vice-president of Provident Life & Accident, and vice-president of Central Life of Des Moines.

Mr. Leaver has been active in association work for many years. He is a graduate of the University of Missouri and is scheduled to speak at the New Orleans Pension Trust Conference in July.

Injured Agent Is Ruled Under Compensation Act

The Ohio supreme court has held that an insurance agent working on industrial insurance who is injured while collecting on his debit, is an employee of the insurance company and not an independent contractor and is entitled to workmen's compensation. The opinion was handed down in a case of the state against American Life & Accident.

Support Taft Health Bill

WASHINGTON—John R. Mannix, president of John Marshall of Chicago, representing Insurance Economics Society, endorsed the Taft national health agency program bill Wednesday at hearings before the Senate labor and welfare committee.

Cities Show Decreases

All the larger cities showed decreases in new life business for May and for the first five months, according to L.I.A.M.A. Percentage decreases for May and the year to date, respectively, are as follows: Boston 19 and 6; Chicago 13 and 3; Cleveland 22 and 7; Detroit 23 and 8; Los Angeles 19 and 3; New York 23 and 16; Philadelphia 20 and 14; St. Louis 15 and 9.

Langford Albany Head

Albany Assn. of General Agents & Managers elected as president, Robert H. Langford, Mutual Life; vice-president, James T. Purves, Connecticut Mutual; secretary, Robert G. Chandler, Metropolitan.

Cryer New Head of Philadelphia Assn.

New officers of the Accident & Health Assn. of Philadelphia elected at the annual meeting are: James M. Cryer, Travelers, president; Raymond D. Black, Aetna, 1st vice-president; Richard Jackson, Globe Indemnity, 2nd vice-president; John Marvin, Occidental Life, treasurer; Clarence H. Carr, Columbian National Life, corresponding secretary; Robert Strayer, Mather & Co., recording secretary.

D. C. Life Insurance Bills Are Advanced

WASHINGTON—The Senate District of Columbia committee, who heard testimony last Thursday in support of three bills to amend the D.C. life insurance act reported the measures favorably this week. The Kindleberger and Guertin bills have passed the House. The third bill is one to liberalize investment opportunities, particularly in the real estate and housing field.

The investment bill was explained by C. B. Hurd, Howard Kacy and Lloyd K. Crippen, Acacia Mutual, and Superintendent Jordan.

When Mr. Hurd was testifying Senator Buck, Delaware, subcommittee chairman, asked how much the companies would be handicapped if that whole section of the bill authorizing real estate investments were stricken out. "Why should the companies make such investments?" he inquired. "Are they regarded as sound investments? I knew life companies hold real estate mortgages, but didn't think they went into real estate ownership much."

Mr. Hurd replied the trend is definitely in that direction. "It's being done all over the country," citing Metropolitan life activities. "Life companies have been buying chain store buildings, such as Sears, Roebuck, and leasing them back to the chains." The witness cited Delaware laws covering life company investments.

The bill as revised would limit real estate investment to 2% of assets within a year, and the total holdings to 5% of assets.

Jordan recommended the so-called Kindleberger bill, which provides that if the beneficiary of a life policy dies before the insured, the latter's estate shall have precedence over the beneficiary's estate in claiming the policy proceeds. In his opinion the appellate court here misconstrued the intent of the law in ruling otherwise. Inquiring about an appeal on the case to the Supreme Court, Senator Cain, Washington, was told it had been rejected.

Cain hazarded the suggestion that the D.C. court decision would probably affect thousands of policies all over the country, the decision being cited as a precedent.

Banks are concerned on account of the loan aspect.

The Guertin bill was subject of only brief hearing, in which Jordan and Mr. Crippen appeared. The committee was told substantially this bill has been passed in every state but Arizona and Oklahoma.

Starts as Agent at 15

John F. Rogers, 15-year-old son of Manager C. A. Rogers of Midwest Life at McCook has joined his father's agency, becoming the youngest agent on record with the company, and probably in Nebraska. He already has written some business while in school.

Father and Son Leaders

The Sales father-and-son combination almost monopolized production honors of General American Life in May. Fred F. Sale led in paid for ordinary life production with \$233,860 and also in accident and health paid premiums. His son, Fred R., led in paid group premiums for May.

Gaither Resigns North Carolina Post for Mutual Benefit

William H. Gaither has resigned as general agent for Mutual Benefit Life in Charlotte, N. C., upon the advice of his physician. He has not settled upon any immediate future plans. His resignation becomes effective Aug. 31.

Mr. Gaither joined Mutual Benefit in 1930 and went to the home office in



WILLIAM H. GAITHER

1937 as agency field service manager. He was appointed general agent for North Carolina in 1939.

He was among the founders of Mutual Benefit's General Agents Assn. in 1944 and served as first president. Mr. Gaither also organized and was president of the Elizabeth City, N. J., Life Underwriters Assn. He is a past president of the Life Managers Assn. and the L.U.A. in Charlotte and served for two years on the governor's committee to study and recommend legislation for revision of the North Carolina insurance laws.

Investment Seminar Draws Attendance of 86

The 1947 session of Life Officers Investment Seminar got under way at Indiana University, Bloomington, Monday. Dr. Marcus Nadler of New York University, delivered the first lecture. He was interrupted by a burst of hand clapping, in tribute to his services in the past, he having lectured at all four previous sessions of the seminar.

Eighty-one officers of 68 A.L.C. companies are registered.

The seminar lectures, at the rate of five or six a day, will continue through July 3, with a total of 49 scheduled.

Dr. Nadler stated his belief that business on the whole will remain at a high level, although there may be a modest decline in the fall. With business good, he expects Treasury policies to lean toward a tightening money market and a tendency toward an increase in short term rates. However, he believes that long term rates are under the influence of a restricted mortgage market, which tends to push the long term rates down. He concluded that the Treasury policy of a 2½% long term rate is fixed and that it will be maintained.

To Tax Non-Profit Firms

Gov. Herbert of Ohio has signed a bill which levies the same taxes on non-profit corporations as on corporations for profit. Insurance interests were interested in the measure because a national cooperative operates several insurance companies. There was no opposition to the bill in the legislature.



MORE AND MORE I AM CONVINCED THAT THE REAL REASON FOR THE PRODUCTION GAINS OF THE AGENT WHO STUDIES R & R'S TAX AND BUSINESS INSURANCE COURSE IS BECAUSE HE GETS UNDER THE PRESSURE OF IDEAS.

WHEN A MAN GETS EXCITED ABOUT AN IDEA, HE THINKS OF PROSPECTS TO WHOM THE IDEA WILL APPEAL. IN MORE CASES THAN NOT THE RESULT IS AN APPLICATION.

LET'S CALL JACK ZIMA, John Hancock, Washington, D. C. to the stand. His testimony is:

"Thanks for the most profitable investment I have ever made. Before I knew of this course, I was producing around \$250,000 a year. Thanks to the ideas my study gave me, I have written that amount in the past two months. From January to June, 1947, my production was \$483,500 with premiums of about \$16,000. And last year while I was studying the course my production was \$694,500."

WOULDN'T IT BE IN ORDER TO EXPOSE YOUR MEN TO A PLAN WHICH DAY IN AND DAY OUT DOES THE THINGS THIS PLAN DOES?

PAUL SPEICHER
Managing Editor
THE INSURANCE
RESEARCH & REVIEW SERVICE
INDIANAPOLIS

Senate Group Hears Crosser Issue

(CONTINUED FROM PAGE 1)

act will lead to further demands upon Congress for increased benefits, the cost of which will fall back upon the public. The life industry and agents feel very strongly against the discrimination set up by the Crosser act. "We favor equality of benefits for all citizens," he said.

Senator Ball asked Mr. Souby whether the railroads are required to carry workmen's compensation for their employees.

The witness replied that the federal employers' liability law applies to railroad workers in interstate commerce and that other railroad employees come in under state compensation laws.

Mr. Hogg denounced the Crosser act as an entering wedge for the government invading the field of private enterprise. He declared it is "usurpation" of private accident, health and sickness insurance;

that non-occupational benefits are a social security problem.

Mr. Jacobi predicted the Crosser act will contribute to dissipation of reserve funds. In the event of a national railway strike, he said, its effect would be to "subsidize" such a calamity. This witness told of abuses developing in the Rhode Island cash sickness indemnity system, the multiplicity of claims requiring a check-up which disclosed hundreds of fake claims for sickness benefits arising among the employees of a 15,000-worker concern going on strike. He said it would be impossible to make an adequate check on thousands of claims under the Crosser law arising all over the country.

Ladies Call the Turn

In Rhode Island, the witness said, many women obtained employment in anticipation of pregnancy, solely to obtain disability benefits. Maternity benefits there were 20% of benefits paid. After 21,000 claimants were physically examined, Rhode Island sickness benefits were discontinued to 44% of them. Instead of increasing railroad employee benefits, he suggested, taxes should be reduced. Crosser-like legislation "constitutes an irresistible temptation to absenteeism under the guise of bona fide illness or disability." The difficulties experienced in Rhode Island administration among 250,000 workers in a small area would be much greater with five times as many railroad employees all over the country.

Mr. Kuechenmeister urged repeal of cash sickness and disability benefits under the Crosser bill.

The House committee hearings were divided a day and a half to each side. The great interest on the part of the committee in the bill was indicated by the presence of Chairman Wolverton of the full committee serving with the subcommittee headed by Rep. Howell, Illinois, in charge of the legislation.

Thomas Stack, president Railroad Employees Pension Protective Assn. Committee, Chicago, took only a few minutes in support of HR 3150, to tell the committee that 400,000 names were on file with Speaker of the House Martin in support of the proposal. He declared railroad employees are accustomed to buy their own insurance and realized they "cannot get anything for nothing."

R. J. Wetterlund, Washington National, and O. J. Breidenbaugh, executive secretary National Assn. of A. & H. Underwriters, did not appear at the hearing, although listed.

First witness in opposition to the bill was Lester P. Schoene, representing Railway Labor Executives Assn., which is an employees organization.

Exploiting Misfortunes

"Lawyers, doctors, insurance companies, etc., make a living exploiting the misfortunes of others," he asserted. "It ill behooves us to oppose alleviation of misfortunes simply to protect our traffic in the misfortune of others. It would be shocking for insurance companies to oppose the development of safety measures for fear it might cut down on the accident insurance business."

"Mr. Brown's figures on number of railroad workers insured are ridiculous on their face. In compiling these figures he did not know and had no way of knowing where each certificate holder was employed in 1946 and could not arrive at a reliable figure. Perhaps the figure on the number of certificates then in force did represent persons who at the time the insurance was written were employed by railroads, but this does not necessarily mean that they are still in the employ of the railroads."

"Mr. Brown also cited the figures on number of railroad employees at end of 1946 as 1,300,000. The railroad retirement board's figures show that during 1946 there were 2,600,000 employees—just double Mr. Brown's figure. Also his figures do not take into account possible duplications where individuals who are members of relief associations are also insured with health and accident companies."

"According to a social security board

study, one-third of the health and accident insurance, including group, was written by mutual insurance companies. It was also shown that the largest single item was group insurance. If group insurance is excluded from the total it would be a fair inference that a very large proportion of what remains is written by mutual companies."

"Operations of mutual companies, according to Statistical Abstract of U. S., p. 443, show: Mutual health and accident certificates issued in 1944 3,509,000; labor, force, average 52,600,000."

"Certificates in force by mutuals was about 6% of the labor force. That does not take into account certificates written by other than mutuals and does not take into account how many of the 3 million represented persons not in the labor force. One probably offsets the other. It is, therefore, probable that 6 to 8% of number of railroad workers insured is more likely than the 35% quoted by Mr. Brown."

"Also, such insurance is not adequate as is shown by the fact that during the seven years 1938-1944, mutual companies wrote about three times as many certificates as they had in force at the end of the period indicating that there was a large discontinuance of the insurance. I do not know the reason for the high rate of discontinuance but can make some inference from the study by the social security board already referred to. Their report contains a separate classification for what are known as franchise companies—that is, companies who are given a franchise to solicit insurance on the property of a company from the employees. This report covers 11 companies. I do not know whether they were the same companies included in the 12 in Mr. Brown's study, but there is probably substantial identity between the two groups."

"Nine of these 11 companies had an expense to premium ratio of 53%. Of that 53%, from 66% to 69% was selling expense. In other words, a railroad employee buying their insurance—half his money goes to paying operating expenses and two-thirds of the operating expense is the cost of selling him the insurance. Companies operating with such expense ratios and such selling costs cannot furnish adequate protection."

"Railroad unemployment insurance act provisions will probably stimulate increased private insurance among railroad workers. (Citing what happened during world war I after establishment of government insurance for service men.) I predict that the insurance companies asking you to repeal those provisions will lose the greatest stimulus to their business they have ever had."

Pa. Legislative Situation

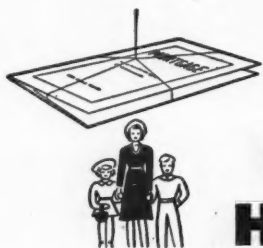
HARRISBURG, PA. — Legislation approved by the senate to outlaw the practice of labor unions writing group insurance for their members with premium funds contributed by employers to the unions, was killed in the house prior to final adjournment.

J. L. McDevitt, president Pennsylvania Federation of Labor, has asked Gov. Duff to veto the bill which would authorize group life insurance for employees of two or more employers under policies issued to trustees. He said it would create difficulties in connection with such group policies that are obtained by collective bargaining between unions and employers because of the "vague and indifferent language of the proposal."

A senate-approved bill to permit two or more employers to combine for group life and group accident and health insurance and establish trust funds has been passed by the house and sent to the governor for his signature.

Institute Conducts Booth

Institute of Life Insurance had a booth at the American Home Economics Assn. annual convention in St. Louis which closed Thursday. The booth was in charge of R. Wilfred Kelsey, director of education, and featured the book "Buying Insurance."



**HEAVY,
HEAVY
HANGS...**

YES, HEAVY HANGS the mortgage over the uninsured home owner and his family, *unless...*

...Unless he is protected under one of Occidental's three new "Home Security Plans" for mortgage borrowers.

Two of these plans provide payments to meet the mortgage instalments during disability, as well as at death. This is the something new that sells them.

These new policies are written on individuals or on large groups of the borrowers of a common lending institution. Group, Wholesale or Ordinary plans may be used.

"Home Security Plans" is our new book that tells complete facts about all three plans. Write for a copy—today!

OCCIDENTAL LIFE Insurance Company
of California ★ V. H. JENKINS, Senior Vice-President

"We pay lifetime renewals—they last as long as you do"



**The COLUMBIAN NATIONAL
LIFE INSURANCE Company**
BOSTON, MASSACHUSETTS

THE COLUMBIAN "MINUTE MAN"

Double Security for the Important Family Years

— A NEW ENGLAND INSTITUTION —

Takes Off Limit on Premium Waiver

Prudential has announced that the premium waiver disability provision will be included in all policies issued at standard rates without limit—other than the maximum which will be written on a life. Outstanding policies issued at standard rates without this benefit because the total amount of insurance exceeded \$100,000 may be submitted with a request that the current provision be included at no extra charge.

Because coverage ceases at age 60, requests for inclusion of this benefit where insured is 60 or older will not be granted.

Policies issued with an extra premium for any aviation activity will include the premium waiver disability. Outstanding policies issued with an aviation extra premium and without this benefit may be submitted requesting inclusion of the current provision. If approved by the proper ordinary policy division, the benefit will be included at no extra charge.

A revised aviation clause will be used in new issues which places no restrictions on the disability provisions. Outstanding policies issued with the old type aviation clause will be considered for substitution of the new clause upon application, accompanied by a statement from the insured that he is not now disabled as a result of past aviation activities.

A revised aviation clause will be used in new issues which places no restrictions on the disability provisions. Outstanding policies issued with the old type aviation clause will be considered for substitution of the new clause upon application to the proper ordinary policy division accompanied by a statement from the insured that he is not then disabled as a result of past aviation activities.

Big Loan to Johns-Manville

Johns-Manville Corp. has arranged to borrow up to \$25 million from Metropolitan and Mutual Life. The funds will be for expansion of Johns-Manville during the next 3½ years.

The arrangement provides for \$5 million to be advanced presently, and the company may, at its option, but not later than Dec. 31, 1950, obtain further advances up to an additional \$20 million at the same interest rate, in units of not less than \$2,500,000. The borrower will pay a stand-by fee on the untaken amount until the privilege of additional borrowing expires.

Amounts loaned will mature in 20 years, but will be amortized at the rate of 5% per year beginning at the end of the fifth year. In addition, Johns-Manville has the option of prepaying at par another 5% per year.

Gets Two Football Stars

Bob Fennimore, All-American football star who will play professionally this fall with the Chicago Bears, has entered life insurance with the J. Hawley Wilson general agency in eastern Oklahoma, for Massachusetts Mutual, and Neill Armstrong, another star who will play with the Philadelphia Eagles, has become special agent.

Minneapolis Cashiers Meet

Dr. J. O. Christianson, University of Minnesota, was speaker at the guest night meeting of the Minneapolis Life Agency Cashiers Assn. General agents and managers participated in a "Truth and Consequences" program.

Holgar Johnson on Swedish Trip

Holgar J. Johnson, president Institute of Life Insurance, will arrive in Sweden this week as a delegate to the 8th International Management Congress, July 3-8. The delegation is headed by William L. Batt, president of SKF Industries and includes Henry E. Niles, vice-president Baltimore Life, and Edward

J. Hardin, vice-president Retail Credit Co.

Mr. Johnson, who has been chairman of the commerce and industry committee for U.S.A. participation in the congress, will visit London and Copenhagen and possibly Paris, returning to the U. S. around Aug. 1.

Fox Valley (Wis.) Club Elects Officers at Outing

NEENAH, WIS.—The Fox Valley Insurance Club, composed of home office executives and supervisory employees, met at the Ridgeway Golf Club for play, dinner and meeting. Walter L. Rugland, Aid Assn. for Lutherans, Appleton, was elected president, succeeding Allan Eastlack, Wisconsin National Life, Oshkosh; Howard Drajeske, Equitable Reserve, Neenah, vice-president, and G. E. Harthun, Wisconsin National, secretary-treasurer.

Norton J. Williams, president Equitable Reserve, was chairman of the golf jamboree. S. N. Pickard, president National Manufacturers Bank, Neenah, discussed the investment aspects of life insurance at the dinner.

Marks 35th Anniversary

The 35th anniversary of James M. Campbell, second vice-president of Metropolitan Life, was celebrated by his associates at the home office June 18. Mr. Campbell is in charge of group insurance administration for Metropolitan, and has directed installing and servicing of many of the large group contracts.

International Decedent Rule

In connection with the President's proclamation of the America-Britain estate tax convention, the Internal Revenue Bureau has issued regulations which provide that the proceeds of life insurance shall be deemed to be situated where the decedent was domiciled at time of death.

Cashiers at H. O. School

Fourteen cashiers from Mutual Benefit Life agencies are attending a four day school at the home office. They meet with department heads in discussion groups on methods of facilitating work between the agencies and home office.

Spence Heads Managers

Eber M. Spence, Provident Mutual, has been elected president of the General Agents & Managers Assn. of Indianapolis; H. J. Havens, vice-president; H. A. Sloan, Occidental, treasurer, and Paul Speicher, secretary. The executive committee is headed by Grant O. Q. Johnson, retiring president, and includes Fitzhugh Traylor, Equitable Society, and N. R. Miller, New England Mutual.

Oregon Managers Elect

PORTLAND, ORE.—A. M. Weaver, Sun Life of Canada, has been elected president of the Life Managers Assn. of Oregon; Linton Erbland, Penn Mutual, vice-president, and M. L. Williams, Mutual Benefit, secretary-treasurer. Directors include H. L. Sallee, California-Western States; J. R. Ward, Equitable of Iowa; Gordon Orput, New England Mutual, and Harold Drake, Equitable Society.

West New Ft. Wayne Head

Price D. West has been named agency manager at Fort Wayne, Ind., by Jefferson National Life, succeeding W. D. Hooper, who was named special representative and will devote his entire time to personal production.

Managers Meet in Dallas

Great American Reserve of Dallas held a branch managers meeting for two days at which plans were outlined for recruiting new salesmen. The company has a goal of securing 50 new men

and having them in production by Sept. 1. The company heretofore has depended on traveling men exclusively for business, but under the new plan will appoint local men.

G. Y. Thompson Advanced

HARTFORD—George Y. Thompson has been named assistant manager of the mortgage loan division of Travelers. After joining the company in 1919, Mr. Thompson attended a training school in the home office. He served in Los Angeles for the next two years as assistant cashier and then as cashier. After several more years in the field he joined the mortgage loan division on his return to the home office in 1935 and was made division supervisor in 1936. Before joining Travelers, he was with New York Life.

Harrison on New Council

M. J. Harrison, former Arkansas commissioner, general counsel of Union Life and also for Little Rock Life Underwriters Assn., and receiver for Better Way Life, has been appointed by the governor to serve on the legislative council which was created by the 1947 legislature. This council is composed of 17 legislators, elected by house and

senate and 14 members appointed by the governor for two-year terms. Mr. Harrison was appointed as the representative of the insurance industry.

The council is to convene at least once every two months during the time that the legislature is not in session. Its duties will be to recommend laws on its own initiative or after hearings held on laws proposed by other citizens. All matters of the state's budget are to be presented to the council and passed on by it before submission to the legislature.

Hammond Is Los Angeles Supervisors' Chief

LOS ANGELES—The Life Supervisors Assn. at its annual meeting this week was host to general agents and managers. New officers are:

President, T. D. Hammond, Wilmer M. Hammond agency, Aetna Life; vice-president, C. P. Houseman, Hays & Bradstreet agency, New England Mutual; secretary-treasurer, R. W. Fisher, John R. Mage agency, Northwestern Mutual.

It was decided to hold the annual fall day June 27, at Oakmont Country Club. George A. Sattlem, manager Mutual Life, spoke on "What Does a Supervisor Need to Learn in Order to Become a General Agent or Manager?"



Professional — Or Quack?

What is the mark of the professional man—is it the fact that he arrives at the office at 9:30, takes two hours for lunch, spends an afternoon a week on the golf course?

If these are characteristics at all, they are purely incidental. The real essence of the professional man is that he directs his own activities in a field of vital importance to the community, for which he fits himself by constant study and research.

The life underwriter aspiring to the professional level who overlooks the last item will miss his mark a thousand miles. Because of the constantly evolving nature of the life insurance business, nothing short of a continuous program of personal study will qualify the underwriter in the field as a proper advisor to all who need his services.

The uniformly high quality of all life insurance companies, too, places the burden of competition squarely on the shoulders of the individual fieldman. If he is truly a professional man he will see to it that he is well prepared to meet the challenge.

Insurance In Force May 31 — \$323,059,699

COMMONWEALTH

LIFE INSURANCE COMPANY

LOUISVILLE • MORTON BOYD, President

Gilbert Knight Is New President

(CONTINUED FROM PAGE 1)

man and vice-chairman; Ethel Smith, Great Northern Life, Cleveland; Elsie B. Mayer, Denver, organizer and first president of the National Assn. of Insurance Women, and O. J. Breidenbaugh, executive secretary of the National association.

A resolution urging passage of the Hawkes bill, S. 670, and the Howell bill, HR. 3150, was adopted at the first session after E. H. O'Connor, Insurance Economics Society, had outlined the situation in Washington in connection with the Crosser bill repeal. He reviewed the effect of the Crosser bill on the accident and health business and the nation's economy and said that its "discriminatory treatment of one class of employees sets a vicious pattern which complicates the future of the social security program." He also pointed out that private companies now have 950,000 of the 1,350,000 insured, providing sickness and accident benefits, and a large percentage of the employees also have hospitalization and surgical benefits for themselves and their dependents.

Commissioner Harrington of Massa-

chusetts in his talk at the opening session said accident and health men should be justly proud of the accomplishments of their business, but that they must be sure it is conducted with full regard for the interests of policyholders and their beneficiaries, so as to combat successfully the encroachment of government in the field of insurance, of which he cited the Crosser bill as an example.

He referred to certain practices in the accident and health field, to suggest that: "You determine the extent to which such practices prevail in your business." He said accident and health companies are entitled to a reasonable profit but should be concerned about forms which produce an excessive profit. Conversely, in the interest of solvency, inadequate premiums should be adjusted. He criticized a practice which he referred to as "underwriting the business when a claim is reported," where a policy is issued without investigation of statements in the application but if any inaccuracy is discovered, the question is raised at the time of claim.

He said the general acceptance of group insurance has done much to overcome sales resistance and questioned whether agents are following up the sales opportunities it presents as thoroughly as they should. He also urged, in view of the temporary nature of group insurance, consideration of ways and means of continuing insurance sold on a wholesale basis.

Knight Veteran in Business

Gilbert H. Knight, Federal Life & Casualty, Cleveland, who takes over the helm of the National association, operates one of the largest agencies in the country in point of premium volume. In addition to his business in Cleveland, he has charge of the sale in many states of special policies which he designed himself. During the depression years of the 1930's he made a record of 140 consecutive monthly increases in business and premiums in force. Born and educated in England, he entered insurance work in Canada at the age of 18. After much field and home experience in both accident and health and life fields, he started building his present agency in Cleveland in 1924.

Mr. Knight always has been interested in association work. In 1913 he helped form the Cleveland Accident & Health Club, the first of its kind in the United States, which has met regularly for 34 years. He also has been active in the National association for many years. He has been in great demand as a speaker and is the author of a book "You Too Can Sell Insurance — If", which has had a heavy sale and is very highly regarded.

Smith Lauds New Constitution

R. B. Smith, Great Northern Life, Oklahoma City, retiring president, in his address at the opening session gave special praise to the committee which prepared the new streamlined constitution. He emphasized that it eliminates all possibility of any one group of past officers ever constituting a bloc or faction that could control the association and also provides that no particular group could ever legislate the affairs of the association or elect officers by a proxy system. It is also felt that a mid-year meeting is no longer necessary and in its place it is recommended that state or regional sales congresses be held at strategic points.

Mr. Smith emphasized the importance of public relations and cited the recent comment of Commissioner Kavanaugh of Colorado that the only kind of public relations job he understands is a company that pays its claims justly and promptly every day. He questioned whether there is any other business that has the facilities for exerting sound in-

fluence on the public that personal insurance has.

He commented especially on the increased educational activity of the association and said that when the Purdue accident and health course was first started there were many who were skeptical, dubious, and questioned either the necessity or the possible results. The fact that the course has now been put on at state universities in California, Michigan and Utah, is evidence of the expanded need and desire for this training.

He mentioned the organization of new associations at Grand Rapids, Waco, Tex., and New Orleans, and state associations in Florida, New Mexico, Rhode Island, and the New Jersey Womens Association. Associations in Washington, D. C. and Houston, Tex., which had to suspend during the war due to their inability to obtain meeting places, have been reactivated. Just last week Mr. Smith made a trip to Canada where he aided local men there in laying the groundwork for the first Canadian association.

In his recommendations for the coming year, Mr. Smith urged that more emphasis be placed on the activities of the Leading Producers Round Table. The speakers bureau is now in a position for the first time to provide any kind of program, speaker, or group of speakers which may be needed for a sales conference or association meeting.

He stressed very strongly the importance of placing producing agents on the board or executive committee of local associations and said the National association also wants to encourage the election of soliciting agents as association officers.

Field Men Point of Impact

The part that the field men, individually as well as collectively, can and should play in public relations work for accident and health insurance was outlined by Clyde W. Young, president of Monarch Life, speaking on "The Importance of YOU."

"All most people know about our industry is that we charge so many dollars for an impressive contract containing a lot of words which I am fearful many of them do not understand, and from which when a claim is entered, surprisingly enough most of them receive just about what they hoped to get, and in some cases a little more. But they do not know what it is that makes our business tick. They do not know the value of your services, and they do not understand the basic fundamentals of what they are buying, or how what they have bought works for them and for the good of our economy. If they did, there would be absolutely no support whatever for the various schemes which are now being presented to reduce large sections of our industry to government control and monopoly."

"Nowhere does the burden of solving this problem rest more heavily than upon your shoulders because you are the point of impact. You are the perpetual exemplification of the industry you represent. You have the power to make or break the public good will which is so anxiously sought after."

Have Twofold Mission

"You are in the front line—the spearhead—whose mission must always be twofold: First, to sell an ever-growing volume of quality protection to as many of our citizens as possible. Second, to satisfy the public yearning for full information and advice about the quality service you sell so that they will always be alive to how much your service means to them and their dependents."

Mr. Young lauded the public relations program of the National association and pledged the full support of the companies in the Health & Accident Underwriters Conference.

"You as individuals, and I speak to all of you in the association whether you are present at this gathering or not, can be of inestimable service in the application of our mutual program," he

said. "You can apply it where it will do the most lasting good and you can guide its application into those channels where it will be most effective. Equally important, you can grasp errors in application in the very beginning and you can suggest changes which will benefit and improve the over-all program itself. This is a most important aspect because changes will undoubtedly be made and improvements most certainly should come with the passage of time. From what better source could they originate than with you who stand in closest contact with our problems?"

Winkler Describes His Technique for Recruiting

The agency head who realizes the necessity for continuous recruiting,



F. N. Winkler

plans for it and has the ability to execute his plan has a reputation awaiting him, F. N. Winkler, general agent of Mutual Benefit, Cleveland, said at the management conference of Associated Life General Agents & Managers of Cincinnati.

If his recruiting plan calls for a new man to be placed in a certain territory, Mr. Winkler's first step is to locate a number of nominators, among top men in the locality. Each will make two suggestions, on the average, and when at least 50 names have been obtained, the person in charge of recruiting for that area holds conferences with each, eliminating all except four or five from whom a final selection is made. A group of 25 or 30 nominators will supply one good man.

Not lack of information, but lack of plan and inability to make recruiting compete for a regular portion of time are the reasons why so few general agents do a good recruiting job, Mr. Winkler said.

It is always safe to assume in first conversation with the prospective recruit that while he thinks well of life insurance, he does not think of it as a business for him. It is well for the manager to prove he understands the negatives before proceeding to positives.

Install Ream as President of Pittsburgh Association

M. Jay Ream, general agent for Mutual Benefit Life, was installed as president of the Pittsburgh Life Underwriters Assn. at the June 19 meeting.

Others taking office are: First vice-president, Charles R. Gies; second vice-president, Harold S. Brownlee; treasurer, Harry H. Chase. New directors are Donald W. Hooton, P. Fred Kamens, C. Robert Schar and F. J. Stevenson.

Commissioner Malone of Pennsylvania was speaker. The M. Jay Ream cup for outstanding service to the association was awarded the Pittsburgh agency of Colonial Life. M. A. Scarnate, is district manager.

The Pittsburgh association now has more than 1,200 members and ranks third in the country.

Hoyt Leisure Celebrates 35th Year in Occidental

Hoyt M. Leisure, Los Angeles general agent for Occidental Life for the last 30 years, celebrated his 35th anniversary with company June 17. His agency has long led Occidental in annual production and is currently paying for business at the rate of \$2 million a month.

A gold watch was presented to Mr. Leisure by company officers on his anniversary with the company June 17. His associates were hosts.

SUPERIOR SERVICE on Group Insurance

Through our wide variety of group plans alert employers are provided opportunity to make available to their employees low-cost life insurance, retirement annuities, hospital and surgical insurance and accident and sickness benefits.

Life of Virginia was a pioneer in making group services available to firms having as few as twenty-five employees (state laws permitting). These services are offered on the same rate basis as larger cases.



LIFE Insurance Company of VIRGINIA

Established 1871
Richmond, Va.

Bradford H. Walker, Chairman of the Board
Robert E. Hensley, President

Kreder Heads Pa. State Group

(CONTINUED FROM PAGE 3)

groups, and the general public, all favoring the business.

R. Maxwell Stevenson, general agent of Berkshire Life in Pittsburgh, was dinner toastmaster.

Ralph Alexander, deputy commissioner, substituted for Commissioner Malone, and remarked that he liked life insurance because it deals with family service and life itself.

Mr. Drury spoke and introduced the new president, Mr. Kreder, who said that the watchword in life insurance today is community service. He urged the members to take more part in civic affairs and to cut down fraternal activities if necessary to accomplish it.

L. E. Olson, Prudential's director of field training opened the sales congress by defining prospecting, intelligent planning, contacts, knowledge, attitude, sales ability, work habits, intestinal fortitude, and fight as the requisites for the career agent.

He cited figures from one company which found that of every \$100,000 written, one-half was on policyholders, and \$16,000 on the immediate families of these policyholders, a total of 81%.

Fred H. White, Connecticut Mutual, Buffalo, recommended getting referred leads from policyholders. He stressed the value of a Dun & Bradstreet report on a man's business in advance to avoid wasting time, and to use the report in suggesting an appropriate policy amount. One thing he suggests to policyholders is to open a bank account he supervises and uses to handle premium payments.

Ackiss Tells How

Collis L. Ackiss, Metropolitan, Norfolk, Va., said that even the smallest cases provide him an opportunity for sales of ordinary by applying a good program to the individual case. His basic rule is to try to insure the prospect for five times his annual wage.

At the final luncheon, Judd C. Benson, Union Central manager, Cincinnati, told the agents they should continue to study and maintain a fresh viewpoint. Think big and sell big, he said. The agent should be proud of what he is doing.

He advised agents not to try to sell a prospect a policy in an amount approximately that of the policy they hold personally. Appraise the man and sell him what he needs, not what you have yourself, he said.

BYPASSING THE AGENT

William P. Worthington, agency vice-president, Home Life of New York, who was the principal speaker at the banquet, cited the present trend toward mass selling which bypasses the agent. He said if it is allowed to get out of bounds it will be extremely dangerous to the American agency system.

"I am opposed to companies trying to enter a mass selling field on the subterfuge of reducing the cost of insurance by selling direct from company to client without commissions to individual underwriters," he said. He added that he was not criticizing any one company.

Mr. Worthington said that mass selling and the growth of state savings bank insurance represented competition on an unfair basis to the agent. Mortgage plans are being sold by some companies in this way and he asked what was to prevent companies from selling group and retirement plans in the same manner. All of these eat into the market of the agent.

He told the agents that to beat this competition they had to give better service to the policyholder than any savings bank over-the-counter or home office-to-policyowner method could offer. The agent is as important to the client as is the client's doctor or lawyer and only a smart agent can prescribe the right insurance policy.

Philip C. Raye Secretary of New England Mutual

Philip C. Raye has been elected secretary of New England Mutual effective Sept. 2, at which time Morris P. Capen, vice-president and secretary, will relinquish the office of secretary.

Mr. Raye joined New England Mutual in 1927 after graduating from Amherst. After seven years' experience in the actuarial department, he became assistant to the underwriting vice-president in

Philip C. Raye

1934. He was elected assistant secretary in 1940.

Mr. Raye has worked on problems involving modernization of policy forms. During the war he supervised the application of federal regulations affecting alien policyholders as well as policyholders in enemy and occupied territories. He has been active in administering the agents and home office retirement plans. He is an authority on life insurance tax problems.

Prior Claim Disallowed

Judge Miner at Chicago last week, made a ruling that policyholders of the old Illinois Bankers Life Assn. who converted to permanent insurance with the successor stock company, do not have a prior claim in connection with the judgment whereunder capital stock of Illinois Bankers was awarded to those who were policyholders of the assessment company in 1929. In behalf of those that had converted, it was argued that they were entitled to a prior claim because in converting, they had been required to pay an extra year's premium amounting to some \$520,000.

What was wanted in their behalf was a specific money payment before any other distribution should take place. However, Judge Miner has now ruled that all policyholders that are the successful claimants for the stock stand in the same shoes.

Two New Hartford Schools

HARTFORD—Two life insurance schools opened in Connecticut sponsored by L.I.A.M.A., one at University of Connecticut, Storrs, and the other at the Fort Trumbull branch of the university at New London.

The Storrs school is a two-week period emphasizing agency management. Sixty-six agency heads from 16 life companies are registered. The life insurance marketing school at Fort Trumbull is a comparatively new venture, sponsored jointly by L.I.A.M.A., National Assn. of Life Underwriters, local and state underwriters associations and university officials. Among speakers who greeted the first class were C. J. Zimmerman, director of institutional relations, L.I.A.M.A.; Dean L. J. Ackerman, school of business administration, Connecticut University, and Dr. C. A. Weber, director of the university's Fort Trumbull branch.

Northern N. J. Chief Is Vort

NEWARK—At the annual meeting and outing of the Life Underwriters Assn. of Northern New Jersey Thursday at Twin Brooks Country Club, these officers were elected: Saul Vort, Prudential, president; R. B. Greens, first vice-president; H. O. Rasmussen, Penn Mutual Life, second vice-president; D. A. Brumfield, Phoenix Mutual, secretary; J. R. Dean, Phoenix Mutual, treasurer; Philip J. Torsney, Metropolitan Life, national committeeman.

Mr. Vort is past president Life Supervisors Assn. of Northern New Jersey. Preceding the election, there was a full day of sports, with dinner and entertainment.

Prudential May Bid for Huge WAA Plant at Lockland, O.

CINCINNATI—With the appointment of the R. A. Cline real estate organization to negotiate with prospective tenants for occupancy of the Wright aviation plant at Lockland, O., it has become known that Prudential is submitting a bid for the 5,600,000 square foot plant to War Assets Administration. The Cline company will submit a bid on behalf of Prudential providing a certain portion of the plant can be placed under lease prior to submission of the bid, the deadline for which is Aug. 1. Many industries have evidenced interest in a portion of the plant, but its size has prevented a single firm or individual from bidding on the plant as a unit. It is believed that the entrance of Prudential into the field marks the first time an insurance company has made an investment of this type under the liberalized investment laws enacted in a number of states.

Lenhart Cleveland Chief

John N. Lenhart, manager of Great-West Life, is the new president of Cleveland Life Underwriters Assn.

Results of the election were announced following a luncheon meeting

which was addressed by Philip B. Hobbs, N.A.L.U. president.

D. Miley Phipps, New England Mutual, is 1st vice-president; George H. Plante, John Hancock, 2nd vice-president, and Helen B. Rockwell, National Life, treasurer.

Newly elected trustees are: Edwin A. Inkley, Aetna Life; Harry H. Kail, Connecticut Mutual; James H. McCullough, Union Central; Chester W. Oetting, Lincoln National; Lewis C. Richards, Sun of Canada; Mal H. Ritchie, Metropolitan, and Cornelius G. Scheid, New York Life.

U. S. In Force Figures

U. S. government life insurance (world war I) in force Dec. 31, 1946, totaled \$2,349,296,608, composed of \$1,709,651,617 life, \$367,820,168 endowment and \$271,824,823 term and other insurance.

Ranked among old line legal reserve life companies U. S. government life insurance would claim 16th place, following Lincoln National with its \$2,362,342,296 in force and preceding New England Mutual.

New insurance in the amount of \$10,499,757 was issued in 1946. New insurance in 1945 amounted to \$10,265,719. Insurance in force Dec. 31, 1945 was \$2,425,645,692.

NATIONAL QUALITY AWARDS

were won this year by twenty-two Midlanders. Of the \$13 Million written by these winners 97.1% was in force at the end of the two-year period.

Our congratulations to these Career Underwriters!

GEORGE A. BOWEN
LEROY B. BRENNEMAN
MARTIN V. CHAPMAN
JAMES E. FUSCO
SAMUEL B. GARWOOD
LOUIS H. GUENTHER
WM. E. HITCHCOCK
P. READE MARSHALL
ERNEST J. MASON
CECIL H. MECHEM
L. K. MCGINNIS

E. OMAR MOWBRER, JR.
HAROLD J. PLACK, SR.
S. BYRL ROSS
SAM E. SMITH
JACOB N. SOKOHL
LLOYD T. STILLSON
HENRY D. P. THOMAS
PAUL C. TRUMP
WM. E. WHIPPLE
OSCAR H. WISLER
WM. S. WOODROW

THE MIDLAND MUTUAL LIFE INSURANCE COMPANY

250 East Broad Street
Columbus 16, Ohio

EDITORIAL COMMENT

Beware of Initialed Letters

The other day we got a statistical inquiry form returned from one of the very largest insurance companies in the land, initialed by eight of the executives. Our freshman statistician discovered that it was the most completely garbled bunch of figures of the season. He referred it to our sophomore actuary who shook his head but said it must be ok with so many initials, but he passed it on to our decrepit mathematician who is beyond being awed by initials, and he confirmed the opinion of the freshman that the wise men had muffed it very

thoroughly.

This incident we reported to our old reference point, the cynical actuary, and he said he had learned the lesson many years ago. Whenever he gets anything with a lot of initials on it he gets very suspicious and often finds a bug in it. He puts much more store in a communication from just one person without a lot of initialed embroidery.

Perhaps we could go on from here and make an editorial out of this, but the one thing we can say positively is beware of initialed letters.

Protection for the Living

There is no life insurance company, we believe, which failed realistically to face the consequences of the "noble experiment" of the income disability clause. The worst is over now! We are over the hump and going down hill comfortably, if still expensively. The final chapter will not be written, however, until all income disability clauses have expired by lapse, surrender, death of the insured or his attainment of the age limit. There will be graphic reminders of the income disability experiment until 1970.

No person or institution familiar with the history of that experiment has the slightest desire to risk repetition of its consequences. Certain facts, however, are inescapable.

Loss of earning capacity through illness or accident is temporary or permanent economic death of the individual. It continues to entail suffering by those who are dependent upon him. Furthermore, 80% of our population is urban now and almost wholly dependent upon earned dollar income for its livelihood. The other 20%—rural population—is far more dependent on cash income than ever before.

Protection for the living is not complete so long as it does not include the great and growing hazard of economic death which is even worse than physical death.

More than ever, we believe, society needs the protection of complete health and accident insurance.

PERSONAL SIDE OF THE BUSINESS

Although it is less than a year old, the Dallas agency of Prudential led the nation in percentage of quota for the year, sold during the first five months. The agency finished second to Newark in the nationwide "anniversary month" competition. J. G. Hill is Dallas manager. The agency sold \$2,288,528 in ordinary life in one month.



J. G. Hill

The agency was organized last August on a limited scale. The formal opening was held in October.

Mr. Hill was formerly Chicago general agent of Connecticut Mutual.

Herman A. Zischke, Chicago general agent of Union Central Life, was a visitor to California in the past two

weeks. He went to witness the graduation of his son from Stanford University, and also addressed an informal luncheon of the San Francisco agency, which is managed by Don Munro, general agent.

Harry M. Lane, a Prudential veteran of 27 years at Seattle, is retiring and July 5 will leave for his old home in England.

Miss Marguerite M. Bagby, who has been employed in the Northwestern Mutual Life district agency at Waukesha, Wis., by her father, Zack T. Bagby, was married to John E. Bralick.

Emil M. Brill, vice-president, General American Life Insurance Company, in charge of the group department, recently celebrated his 35th anniversary of life insurance work and Anthony Gatzert, agency secretary, rounded out 36 years in the business. Both started with the old International Life of St. Louis.

Eleanor Merriman, whose father, Robert Merriman, is president of Scranton Life, has just graduated from University of Michigan in the mathematics

department. She specialized in the actuarial course. Prior to entering the university she was associated with Scranton Life for two years in the actuarial department. She has accepted a position in the actuarial department of a mid-western company, and expects to take up her duties there about the middle of August.

Jesse L. Bounds, former president and chairman of Lamar Life, celebrated his 90th birthday at his home in Mobile. One of the original stockholders of the company, Mr. Bounds was on the board for 37 years and was elected president in 1931. In 1937 he became chairman.

John A. Stevenson, president of Penn Mutual Life, was commencement speaker at the graduation exercises of Temple University, Philadelphia, last week. He received an honorary degree of doctor of law as did Gov. James H. Duff of Pennsylvania.

Henry M. Faser, Jr., son of the vice-president and agency director of Lamar Life, will speak at that company's convention at Savannah, July 29. The younger Mr. Faser is general agent for Penn Mutual at Boston.

Dr. O. Abueg, agency supervisor for Theo H. Davies & Co., Far East, Ltd., Lincoln Life representative in the Philippines, was a visitor at the home office in Fort Wayne. He discussed post-occupation life insurance problems in the Philippines at the company's eastern sales congress at Bretton Woods June 25. Dr. Abueg will return to Manila by way of London, Paris and the Suez Canal.

Carl A. Leaf, assistant secretary of United States Life, has left for Manila, where he will continue his duties as supervisor of Far Eastern underwriting. He has been in charge of foreign underwriting, and his assignment in the Philippines is in line with the company's expansion in the foreign field.

George W. Cahoon, supervisor in the Robert N. Waddell agency, Pittsburgh, has won the bronze plaque offered by Connecticut Mutual to its leading supervisor. He has been with Connecticut Mutual since 1935.

DEATHS

Emmet May, Past Head of Peoria Life, Dies

Emmet C. May, former president of Peoria Life, died in Chicago this week. He was a native of Kentucky and after graduating from law school went to Peoria and practiced law there. He was instrumental in promotion of Peoria Life and was its first general counsel. Later he became vice-president, and then was made president in 1913. Under his leadership the Peoria Life building was built. He was engaged in other enterprises in the city. In his heyday time at Peoria, Mr. May was president of the Bank of Peoria and a director of two other banks.

The Peoria Life was placed in receivership following the depression after the first world war. Mr. May later was head of a mutual casualty company in Peoria. He went to Chicago and organized a Labor Mutual Life, an as-

essment company which was intended to insure elevator operators. Peoria Life was taken over by Alliance Life of Chicago, which is administering that account very acceptably. Labor Mutual Life went into liquidation.

Mr. May organized a mutual benefit association and attempted other enterprises with no avail. He is survived by his wife and son, Walter E., who was vice-president of Peoria Life in charge of agencies. The funeral services were held June 25 in Chicago.

Irving S. Hoffman, 76, former vice-president of Ohio State Life, Columbus, and for many years vice-president and general superintendent of agencies, died in Cleveland.

John A. Burden, 52, district manager for American Life & Accident at St. Louis, died of a cerebral hemorrhage.

John L. Wheatley, 52, Racine, Wis., general agent for Old Line Life, died at a hospital following a short illness. A native of Georgia and a graduate of the state university, he resided in Chicago before going to Racine in 1941. He was a captain in the first world war and engaged in civilian war efforts in the last war.

Herbert Moeller, 63, cashier of the Des Moines agency of Aetna Life, died in a hospital. He had been associated with the company for 27 years.

Andrew Caponetti, 67, veteran insurance man of Rochester, N. Y., died at Strong Memorial hospital. A resident of Rochester since 1903, he retired a few years ago after 30 years as agent with Metropolitan Life.

Wesley Skala, 76, retired Oklahoma agent, died at his home in Oklahoma City. He was born in Cedar Rapids, Ia., and went to Oklahoma in 1889. In 1909 he established a general agency in Oklahoma City. He later confined his insurance efforts to writing for Equitable Life of Iowa.

George C. Van Duren, 58, treasurer of State Life of Indianapolis since 1939, died at his home there on June 14. Mr. Van Duren was a graduate of the University of Michigan in actuarial science. He joined State Life in 1919, and was for several years superintendent of the statistical division.

Alpha Alexander Zinn, 66, vice-president and superintendent of the mortgage loan department of State Life of Indianapolis, died June 18 at his home.

Mr. Zinn joined State Life in 1932, after several years with Commerce Trust Company of Kansas City as vice-president in charge of the mortgage loan department. He was a past president of the Mortgage Bankers Assn. of America, and for several years was a member of the board of governors.

Dr. William Lawson Mann, medical director of Great-West Life, who was drowned recently at his summer home at Minaki, Ont., was a native of England and joined Great-West Life in 1926 as associate medical referee. In 1931 he became chief medical referee, and in 1946 was promoted to fill the newly-created post of medical director.

At the University of Manitoba, Dr. Mann was gold medallist in medicine and surgery. Later he became a fellow of Royal Canadian College of Surgeons and of American College of Surgeons. He served during the first war as a surgeon with the Canadian army and per-

THE NATIONAL UNDERWRITER

Published by THE NATIONAL UNDERWRITER CO., Chicago, Cincinnati, New York. EDITORIAL DEPT.: C. M. Cartwright, Editor, Levering Cartwright, Managing Editor. News Editor: F. A. Post. Associate Editors: D. R. Schilling, J. C. O'Connor. Assistant Editors: Richard J. Thain, John C. Burridge.

PUBLICATION OFFICE, 175 W. Jackson Blvd., CHICAGO 4, ILL. Telephone Wabash 2704. BUSINESS DEPT.: Howard J. Burridge, President, Louis H. Martin, Vice-President and Secretary, John Z. Herschede, Treasurer.

BRANCH OFFICES IN KEY CITIES

ATLANTA 3, GA.—432 Hurt Bldg. Tel. Walnut 9801. Ernest E. Hess, Southeastern Manager. BOSTON 16, MASS.—258 Park Square Bldg. Tel. Hubbard 8696. Wm. A. Scanlon, Vice-Pres. CHICAGO 4, ILL.—175 W. Jackson Blvd., Tel. Wabash 2704. O. E. Schwartz, Associate Manager. A. J. Wheeler, Special Representative. L. N. Yellowlees, Advertising Manager. CINCINNATI 2, OHIO—420 E. Fourth St. Tel. Parkway 2140. Abner Thorp, Jr., Vice-

President. George C. Roeding, Associate Manager; George E. Wohlgenuth, News Editor. DALLAS 1, TEXAS—802 Wilson Bldg. Tel. Central 6833. Fred B. Humphrey, Southwest-ern Manager. DES MOINES 12, IOWA—3333 Grand Ave., Tel. 7-4677. R. J. Chapman, Resident Manager. DETROIT 26, MICH.—1015 Transportation Bldg., Tel. Randolph 3994. A. J. Edwards, Resident Manager.

KANSAS CITY 6, MO.—605 Columbia Bank Bldg., Tel. Victor 9157. William J. Gessing, Resident Manager. MINNEAPOLIS 2, MINN.—558 Northwestern Bank Bldg., Tel. Main 5417. R. W. Landstrom, Resident Manager. NEW YORK 7, N. Y.—89 John St., Room 1103, Tel. Beckman 3-3958. Editorial Dept.—R. B. Mitchell, Eastern Editor; Kenneth O. Force, Associate Editor. Business Dept.—Ralph E.

Richman, Vice-Pres.; J. T. Curtin and W. J. Smyth, Resident Managers. PHILADELPHIA 9, PA.—123 S. Broad Street, Room 1127. Tel. Pennypacker 3706. E. E. Fredrikson, Resident Manager. SAN FRANCISCO 4, CAL.—507-8-9 Flatiron Bldg., Tel. EXbrook 3054. F. W. Bland, Pacific Coast Manager. Guy C. Macdonald, Pacific Coast Editor.

formed on the field the second successful rib resection in medical history. Dr. Mann was a member of the board of governors of University of Manitoba.



DR. W. L. MANN

For many years he was associate professor of clinical surgery there.

John D. Spencer, 88, a well-known and greatly beloved insurance executive, church and civic worker, died at a Salt Lake City hospital following a brief illness. His life and activities are interwoven with the civic, educational and cultural development of Salt Lake and Utah.

In 1897 he became associated with the Intermountain branch of New York Life and maintained that association until his death. In 1910, at the convention of National Assn. of Life Underwriters at Detroit, he was elected vice-president with Henry J. Powell of Louisville, the choice for president. The following year, at the Chicago convention, he was nominated for president, but because of other duties demanding his attention, he was forced to decline the nomination.

He organized Utah Assn. of Life Underwriters, and served as its first president. That was in 1905. In 1909 he succeeded in establishing a state insurance department, and secured the enactment of insurance laws. Salt Lake Opera Co. and the Evan Stephens Grand Opera Co. were organized with his help and sponsorship. He acted as president and manager of these organizations and assumed roles in more than 75 plays and performances.

In 1903 the first Salt Lake Symphony Orchestra was organized with Mr. Spencer as manager. From 1904-1936 he served as president of the public library. One of the branch libraries—the John D. Spencer library—was named in recognition of his long service. The first salesmanship classes ever given in Salt Lake were taught by him at the YMCA, and later at University of Utah, where he graduated in 1875.

In 1936 he organized the Deans' Club, an organization of veteran life insurance men and more recently the Brower's Club, comprising a dozen or so of his old-time friends, whose slogan is: "Let us Keep our Friendships in Repair."

Among the speakers at the funeral was Sterling W. Sill, Intermountain branch manager for New York Life.

The benediction was pronounced by Frank Mozley, Beneficial Life, for the Deans' Club.

Wife of John D. Spencer, Clarissa Hamilton Young, daughter of President Brigham Young, whom he married in 1882, died in 1939.

One son, J. Allan Spencer, has for several years been with New York Life at Salt Lake City.

Dr. W. C. Roberts, retired assistant medical director of New York Life, died at Tallahassee following a heart attack.

South Bend—The new officers are J. W. Hennessy, president; Earl H. Frel, vice-president; F. E. Allman, secretary-treasurer.

Great-West Convention Group Exceeds 600

JASPER, ALTA.—Life insurance is a most essential agency in our democratic system, H. W. Manning, vice-president and managing director of Great-West Life told nearly 500 delegates at the company's 1947 convention in session here at Jasper Park lodge.

The four-day convention is the largest at this famed Rocky Mountain resort in five years with more than 600 men and women from all parts of Canada and many parts of the U. S. in attendance.

"It is significant," Mr. Manning told the opening business session, "that in the two most stable, most prosperous countries in the world—Canada and the U. S.—where the standard of living is the highest, that on the continent which may prove to be the keystone of world peace, life insurance has become a most important factor in the economic, social and national life of the people. To the extent to which we carry life insurance to the peoples of this continent we will contribute substantially to the basic principles of freedom and peace."

Mr. Manning emphasized "the unique record of Canadian legal reserve life insurance companies whose policy holders have never lost a dollar through non-payment of the amount guaranteed under their policies on death or at maturity."

The public, he said, holds the conviction that service and advice of the life insurance agent is synonymous with security and protection.

John Marshall Holcombe, Jr., managing director of L.I.A.M.A., said that the distribution problems of American business are not the problems of the life insurance business. "We are far ahead of business generally because we have applied research to distribution problems not only in individual companies but through the association. I believe that life insurance is the only business on the continent with a central sales research organization."

"The future outlook for well-trained, well-selected agents is very bright. The outlook for poorly-trained, poorly-selected agents is the worst in my memory."

"The public which now knows more about life insurance than it ever has before will no longer accept poorly trained agents. It is going to be a case of the mediocre agent getting out of the business before the public throws him out, but if you have the right qualifications the future is indeed rosy."

"The well-prepared agent uncovers needs of which his prospect is only dimly aware—if at all—and then prescribes the only remedy—life insurance. The agent of the future will be a professional agent because he will look at everything from the point of view of his client."

Great-West's top 10 convention qualifiers were in order—Jack Hopwood, Winnipeg; Louis White, Toronto; Dick Frasier, Chicago; Fred Ensminger, Detroit; Charles Teller, Philadelphia; H. Harris, Ottawa; Jim Solem, Winnipeg; Lew Adkins, Carbondale, Ill.; Russell Innes, Detroit, and Arthur Walton, Toronto.

Guardian Appoints Ware

A. E. Ware has been appointed manager for Guardian Life at Nampa, Ida. In 1927 he became a Metropolitan agent in Walla Walla, Wash., and later assistant at Olympia and Tacoma.

Switching to general insurance, Mr. Ware has had a brokerage office in Nampa for 15 years. He is a graduate of Whitman College, Wash.

Paul Speicher, Research & Review, addressed a combined meeting of the Indianapolis Assn. of Life Underwriters and General Agents & Managers Assn. Thursday on "It's Time to Grow Up."

VACATION in TENNESSEE

(An Invitation to the Life Insurance Fraternity)

Why not treat yourself to a vacation in Tennessee this summer?

If you're a fisherman, you can fish to your heart's content... in the innumerable streams and lakes we have in Tennessee.

If you just like to drive and feast your soul on pretty things, Tennessee has them all, from the delta cotton fields on the west to the Great Smoky Mountains on the east.

Or, if you just like to loaf, there are special places for loafing, with country ham, hot biscuits, and all the trimmings.

And, if you do come to Tennessee, be sure and drop in on us.

The
NATIONAL LIFE AND ACCIDENT Insurance Company, Inc.



NEWS OF LIFE ASSOCIATIONS

Alabama Association Elects Hopkins at Montgomery

C. Allen Hopkins, general agent at Montgomery for New England Mutual Life, was elected president of the Alabama Assn. of Life Underwriters at the annual meeting in Montgomery. John

A. Power, Jr., district manager at Anniston for Life & Casualty, is vice-president.

There were 125 on hand. J. Hunter Grant, Mobile, retiring president, presided. Mr. Hopkins was named a delegate to the National convention in Boston.

The association endorsed Robert

Goodall, Protective Life, Birmingham for national trustee.

Company Head Speaks at Boston Annual

BOSTON—President G. W. Smith of New England Mutual Life addressed the annual meeting of the Boston Life Underwriters Assn.

He feels that guarding the security of invested funds is the biggest specific responsibility of life insurance management. These funds stand back of the guarantees in policy contracts, public confidence in which is the agent's greatest stock in trade today.

Queried concerning the Supreme Court decision classing life insurance as interstate commerce, he emphasized that Congress is on record as not wishing federal control of the business and that the Supreme Court action makes adequate state regulation more important than ever before. He strongly endorsed measures like the fair trade practices act which will strengthen state supervision.

Joseph D. Griffin, Metropolitan Life, was elected president and was presented a framed appreciation from N.A.L.U. J. F. Dwinell, Jr., Travelers, was elected first vice-president; R. F. Wagner, Connecticut General, second vice-president, and A. E. Richardson, Jr., New England Mutual, secretary-treasurer.

Ernest L. Maillet, retiring president, was presented a fowling piece by the board.

National Committeeman McKinley H. Warren presented certificates to members who won the National Quality Award.

Ball and Hardy Awarded Trophies at S. F.

Gilbert Ball, agency manager California-Western States, was presented the F. W. Heron trophy and William H. Hardy, manager West Coast, received the O. O. Orr trophy and cash award at the June meeting of the San Francisco Life Underwriters Assn.

E. E. Keller, Reliance, was inducted as president, together with E. Anderson, New York Life, vice-president representing personal producers; H. W. Day, New England Mutual, secretary-treasurer. It was reported 60 members joined in the last month.

Mr. Ball received the Heron trophy in recognition of his activities as chairman of the northern California legislative dinner in December and Mr. Hardy the Orr award for leadership in developing the first northern California agency management conference last fall.

Murphy New President of California Assn.

W. K. Murphy, general agent Northwestern Mutual, Los Angeles, was elected president of the California Assn. of Life Underwriters at the annual meeting in Fresno. He has been vice-president. J. M. Hamill, Equitable Society, San Francisco, presided and reviewed activities. He announced new local associations are being organized at Vallejo and Modesto, that at Vallejo to be known as the Solano Napa County Assn., taking in a number of the smaller communities.

Kellogg Van Winkle, Equitable Society, reported on new legislation. He has been legislative chairman for several years.

N. E. Wis. Agents Elect

George Bielmeier, New York Life, was elected president of the Northeastern Wisconsin Assn. of Life Underwriters at the final meeting of the season at Green Bay. Other officers are Tim Blaney, Northwestern Mutual, vice-president; J. H. Quigley, Mutual Trust, secretary, and Don Williams, Metropolitan, treasurer. Reuben C. Knuth, North American Life & Casualty, was named

national committeeman. Elected to the board were William G. Heppert, Prudential, and Clarence Nault, Business Men's Assurance, retiring president.

Idaho Assn. Picks Jensen

New officers of the Idaho State Assn. of Life Underwriters are D. C. Jensen, general agent for Western Life of Montana at Burley, president, and Clarence Swanbeck, Lewiston, vice-president. A resolution was adopted at the annual meeting at Boise urging that the National association voice opposition to the sale of group insurance to any corporation, organization or association in which the coverage would be available to any person who is not a bona fide employee or paid representative.

The association also went on record against issuance of preferred risk policies with reduced rates of commission.

San Antonio Women Elect

The women's division of the San Antonio Assn. of Life Underwriters held its annual luncheon honoring general agents and managers. Miss Mary Helen Donnell, Equitable Society, presided. W. W. Jackson, administrative vice-president American Hospital & Life, was the speaker. The new officers elected are: Jean Jones, Travelers, president; Mrs. Ruth Byrne, American Hospital & Life, vice-president; Mrs. Lena Allen, National Life, secretary-treasurer.

Nebraskans Reinstate NSLI

Nebraska State Assn. of Life Underwriters has been conducting a campaign to reinstate NSLI. Reinstatements to date total 379 for \$2,250,000. The Lincoln association leads with 170 reinstatements for \$1,100,000. The Scottsbluff association is second with 40 reinstatements for \$300,000 and the Norfolk association is third with 55 reinstatements for \$300,000.

Albany—John H. Clyne, Phoenix Mutual, is the new president. Harold R. Fleck, Equitable of Iowa, and Robert H. Langford, Mutual Life, are vice-presidents; Arthur R. Kapner, Connecticut Mutual, secretary.

Hartford—National quality awards were presented to 37 persons at the annual outing at Rockledge Country Club by C. J. Zimmerman, director of institutional relations L.I.A.M.A.

St. Louis—Ashley Papin, John Hancock, was elected president at the annual meeting, to succeed James C. Greene, Lincoln National. Mr. Greene was presented a pen and pencil desk set.

Other officers elected are: First vice-president, J. T. Peterson, Guardian; second vice-president, N. H. Bergheim, Northwestern Mutual. It was announced 72 members had qualified for the National Quality Award.

Nashville—James I. Caldwell, National Life & Accident, has been elected to succeed Noah B. Moates as president. Other officers are: E. Hal Blair, Bankers Life, vice-president; Calvin Baker, Jefferson Standard, secretary-treasurer.

Calumet (Ind.)—George Jackson, Gary, was elected president; Joseph Sabados, Hammond, vice-president; Howard M. Guthrie, Gary, secretary-treasurer; R. W. Clark, Hammond, outgoing president, assistant secretary, at the annual meeting in Gary.

Dayton—Elected as officers are: Russell Cahall, president, manager Western & Southern; LeRoy F. Arvidson, vice-president, manager Travelers; Walter H. Grundy, secretary-treasurer, manager Connecticut Mutual. The Dayton membership now numbers 332.

Galesburg, Ill.—An inspirational talk was made by Rev. L. V. Olsenius on "Facing New Tasks." New officers elected are: President, Klaus Nordgren; vice-president, Chester Early; secretary-treasurer, William Hocker.

Springfield, O.—Paul H. Studer was named president; Hugh Groeber and J. H. Cornwell, vice-presidents; Mabel Smith, secretary-treasurer; W. B. Roberts executive committeeman. C. E. Spencer, Toledo, vice president Ohio association, gave a talk.

Southern Wisconsin—At an outing and dinner at Macktown Golf Club, these new officers were elected: William R. Trezona, Metropolitan, president, succeeding R. L. Joiner, Bankers Life; Ferris Hitch-



from Central Life of Iowa



A Good Company "Growing" Philosophy

PLANT AND CULTIVATE....



An accurate Selection philosophy within the mind and heart of each Field Leader.



The desire and will to more thoroughly train the carefully selected field underwriter.



Effective company cooperation in "follow-through" training of the "selected" men.

Plant a GOOD MAN... Cultivate a GOOD MAN... *Harvest the Long Range Benefits of Better Public Relations—Better Company Growth—Lower Net Cost to Policyholders.*

CENTRAL LIFE ASSURANCE SOCIETY

(MUTUAL)

HOME OFFICE • DES MOINES 6, IOWA

IN THE HUB OF THE MIDDLE WEST
"WHERE THE TALL CORN GROWS"

An Emblem



of Distinction

Sound business management and very low mortality have given Lutheran Mutual the distinction of being one of the very lowest net cost companies in the United States.

Inquiries, regarding agency openings, are invited from Lutherans.

LUTHERAN MUTUAL LIFE INSURANCE COMPANY

Waverly, Iowa

cock, Prudential, vice-president; John P. Thomas, National Guardian, secretary-treasurer; Harold Pettengill, New York Life, national committeeman. Mr. Pettengill, newly elected vice-president of the state association, reported on the recent convention at Sheboygan. Prizes were awarded to winners in the blind bogey and special events of the golf tournament.

Charleston, S. C.—New officers are: J. P. Hyman, Pilot Life, president; E. J. Peyton, Life of Georgia, vice-president; Robert Royal, Newberry Life & Health, secretary.

Peoria, Ill.—New officers are: George C. Treadway, New York Life, president; D. E. Fagle, John Hancock, and Leonard Fritz, Northwestern Mutual, vice-presidents; R. G. Ralston, National Life & Accident, secretary.

Roger Bourland, vice-president of Rough Notes Co., spoke on "The Swing to Life Insurance." National quality awards were presented to 20 members.

Buffalo—The annual outing and field day was held June 26 at the Transit Valley Country Club. Lloyd W. Tooley was general chairman.

Prizes awarded were donated by the Buffalo Life Managers Assn.

Chillicothe, O.—Kenneth Ross has been reelected president and John A. Miller becomes the new vice-president; H. A. Lorbach, secretary-treasurer; James S. Hartrant and Frank S. Carruth, directors. An outing will be held in August. The association voted to change its meeting days to the second Wednesday of each month.

Wisconsin Valley—New officers elected at Wausau are: Stanley H. Smith, Old Line Life, president; George R. Rakow, Lincoln National, vice-president, and Edmund A. Ulrich, New York Life, secretary-treasurer. The association previously had endorsed Richard E. Imlig, Sheboygan, retiring president Wisconsin association, for national trustee.

Greenville, S. C.—New officers elected at the June meeting are: President, D. U. Tilley, manager Life & Casualty; vice-president, Charles H. Garrison; secretary, George H. Jackson, and national committeeman C. D. Cothran. New directors are: Herbert E. Mims, W. D. Mattison, W. A. Farrar, H. W. Gantt, J. C. Thomas, and Harold W. Hudson.

San Francisco—Bernard Jaffee, Penn Mutual, Million Dollar Round Table member, has been selected as vice-president representing the Quarter Million Round Table division. Vice-presidents representing the C.L.U.'s General Agents & Managers and Women's divisions are still to be announced.

Cleveland—John N. Lenhart, Great-West, was named president; D. M. Phipps, New England, first vice-president; G. H. Plante, John Hancock, second vice-president; Helen B. Rockwell, National of Vermont, treasurer. P. B. Hobbs, president N.A.L.U., spoke.

San Jose—An increase of 80 new members in the last few months—making the total more than double that of a year ago, was reported at the annual meeting. Nelson F. Davis, Guardian Life, San Francisco, was the speaker.

New officers inducted are Lester J. Johnson, Occidental Life, president; Robert M. Slater, Monarch Life, first vice-president; Kenneth J. Newfarmer, Mutual Life, second vice-president, and George A. Baxter, Prudential, secretary-treasurer.

Raleigh, N. C.—Ben Cole has been installed as president succeeding George Ragsdale.

Middlesex (N. J.) County—William E. Young, Jr., of the field training division of Prudential at the home office, was guest speaker at a luncheon meeting at Perth Amboy, talking on "Programming." It was voted to continue the luncheon meeting in July and August.

Oklahoma City—The closing meeting of the season is to be held Friday with Theo. M. Green, a top producer for Massachusetts Mutual in Oklahoma, as speaker.

Lincoln, Neb.—Milton Koch, general agent Northwestern Mutual Life, was named president at the luncheon meet-

ing, succeeding Nate Lieberman, Palmer agency. Jack Von Gillern, Occidental, was elected vice-president; Harry Thorpe, Equitable Society, reelected secretary-treasurer; O. R. Frey, national committeeman.

Commissioner Stone said 1946 was the greatest year in insurance sales history. Farmers are the greatest group of life insurance buyers in the state, he said, buying not only for insurance coverage but for sound liquid investments to assist them in bad times and on retirement.

Eugene, Ore.—Richard Hopper, Standard, was named president; Phil Nordling, vice-president; George Marks, secretary-treasurer; C. Von Hickman, state and national committeeman.

Seattle—Clarence L. Hagstrom becomes president; Robert G. Jones, vice-president; Herbert L. Wickstrand, secretary, and Fred B. Wiley, treasurer.

Northern New Jersey—More than 125 members and guests attended the annual outing at Twin Brooks Country Club. In the evening there was a dinner and entertainment.

Jacksonville, Fla.—Comer C. Pierce is the new president. Ned E. Patten was named vice-president; K. P. Brown, secretary-treasurer; James C. Borom, John Gavron, R. R. Poe, L. N. Quattlebaum, J. W. Sorgen and P. B. Wood, directors. Retiring president is R. Lamar Rozear.

Hamilton, O.—Owen P. Sweeney was named president; George C. Kuhn, vice-president; Harry Herman, secretary; Ross C. Howell, treasurer.

Muskegon, Mich.—George R. Ackerly, district representative of Manufacturers Life, has been elected president, succeeding Louis H. Freye. Other new officers are: Vice-president, W. Q. Branch, Canada Life; secretary, Torre Johnson; treasurer, Robert Sutch.

Louisville—C. J. Monarch, Commonwealth Life, was elected president at a luncheon meeting; N. W. Floyd and H. W. Castleman, vice-presidents; Alvin Moser, Occidental, secretary-treasurer. Mr. Monarch succeeded H. L. Hamilton, Home Life.

Detroit—F. A. Smart, manager Equitable of Iowa, was named president at the annual meeting. A. W. Greenfield, Connecticut Mutual, is retiring president. Other new officers are: first vice-president, Mac F. Begole, Massachusetts Mutual; second vice-president, Bill A. Schauer, manager Penn Mutual; secretary, N. A. Herberts, Pacific Mutual; treasurer, G. I. Jensen, Northwestern National, and national committeeman, L. Mackey, Home Life.

Toledo—The annual picnic was held June 26 at Chippewa Golf Club, with dinner winding up the day.

Indianapolis—Claude C. Jones, general agent of Connecticut Mutual, has been elected president; J. A. Bruhn, Continental Assurance, and S. J. Sandberg, National Life & Accident, vice-presidents; R. W. Hodson and Robert Mueller, both of Prudential, secretary and treasurer, respectively.

Milwaukee—Walter C. Mayer, Mutual Benefit, was elected president succeeding A. Jack Nussbaum, Massachusetts Mutual. Others named were H. J. Schwahn, Northwestern Mutual, and J. D. Grannis, Jr., Penn Mutual, vice-presidents; R. J. Mertz, Mutual Life, secretary; L. G. Singer, Mutual Benefit, treasurer, and W. H. Pryor, Connecticut Mutual, national committeeman.

Grant L. Hill, vice-president and director of agencies, Northwestern Mutual, presented National Quality Awards to 57 members. Clarence C. Klocksln, legislative counsel Northwestern Mutual, spoke on "Life Insurance—Typically American." He discussed the important role life insurance has played in American life and how it has come through prosperity, depressions and wars with a splendid record of achievements. Mr. Klocksln, whose "Annual Review of Life Insurance" is widely published in the press every year, also discussed some legislation involving life insurance that is being considered in Congress.

Enters N. J. Mortgage Field

Boucher R. Wright, manager of the Newark division of Sun Life of Canada, announced appointment of the Franklin Mortgage & Title Insurance Co., to represent Sun in all matters relating to mortgages in Newark and surrounding territory. He stated Sun was entering the New Jersey mortgage investment field for the first time.

AS SEEN FROM CHICAGO

CHICAGO COUNCIL OFFICERS

John L. Chapman, City National Bank & Trust Co., was elected president at the annual meeting of the Chicago Life Insurance & Trust Council held at Skycrest Country Club. Other officers are: W. N. Hiller, Penn Mutual (Stumes & Loeb), vice-president; Louis W. Fisher, American National Bank & Trust Co., treasurer; N. D. Phelps, general agent, Northwestern Mutual, secretary. Earl

M. Schwemm, agency manager Great-West, is retiring president.

Directors for three-year terms are: Herman A. Zischke, Union Central, and William O. Heath, Harris Trust & Savings Bank. George H. Gruendel was elected a director to fill the unexpired term of Mr. Phelps.

HITT WITH REALTY FIRM

Eldridge Hitt, who has been associ-

Strictly on our own

On May 20, 1947

Crown Life policies in force exceeded

\$500,000,000

owned by over 200,000 individual policyholders.

We are proud of the agency representatives who have achieved, strictly by their own efforts, such outstanding results in less than 47 years.

We offer them our hearty congratulations.

CROWN LIFE

Established 1900

INSURANCE COMPANY

Home Office Toronto — Canada

The Crown Life is now licensed to operate in
New Jersey — Ohio — Michigan — Indiana
— Missouri — Minnesota — Washington —
California — Texas and Louisiana.

1907

Fortieth Year

1947

ORDINARY LIFE
INDUSTRIAL LIFE
INDUSTRIAL HEALTH AND ACCIDENT
CREDIT LIFE
MORTGAGE CANCELLATION

INSURANCE
MISSOURI INSURANCE COMPANY

J. C. WEST
President

Home Office
St. Louis 1, Mo.

H. G. ZELLE
Exec. Vice-Pres.

WANTED
A small, well financed, midwestern life insurance company has a position open for agency manager. Prefer man with home office experience who is qualified to take complete charge of agency department. Excellent opportunity for right man. Ages 30-45 preferred. Give experience, salary expected, and references. Address M-36, The National Underwriter, 175 W. Jackson Blvd., Chicago 4, Illinois.

ated with Prudential at Chicago for 15 years in the mortgage loan department, has resigned to go with Arthur Rubloff & Co., of which he is to become a vice-president. For several years he has been assistant manager of Prudential's Great Lakes office here. Mr. Hitt takes charge of the property management department.

\$18½ MILLION MORTGAGE

In connection with the transfer by Marshall Field of the Field building, Chicago, to a trust for the benefit of Field Foundation, Inc., a mortgage of \$18½ million was placed with Prudential. This is the largest mortgage that was ever placed in Chicago on a single building, and is second nationally only to the mortgage covering the Radio City development at New York.

The proceeds of the mortgage are being paid to Mr. Field, who is publisher of the Chicago "Sun." The difference between the mortgage and the appraisal

value was transferred to the Field Foundation. This amount was not disclosed. The mortgage is payable over a period of 20 years in quarterly installments of \$254,375 with interest in note.

The loan was negotiated for Marshall Field by John J. Reynolds of New York and Chicago, who was the broker in the sale of Merchandise Mart of Chicago in 1945 to the Kennedy interests.

MANHATTAN LIFE CHANGES

W. A. Vorhauer, who has been appointed assistant manager at Chicago for Manhattan Life, will take his office July 1. He was formerly connected with Equitable Society. His work will consist largely of the servicing of brokers, and recruiting and training of new agents. He joined Manhattan in 1941. H. J. Kasting, who has been special assistant, becomes supervisor. G. C. Simpson is manager.

H. J. Heffernan has been appointed

general agent at Evanston, Ill. He has been with Manhattan since 1939 as agent.

JOY LUIDENS SALUTED

At the annual meeting of Chicago Life Underwriters Assn., Paul W. Cook, general agent for Mutual Benefit Life, retiring president, called attention to the magnificent work that Miss Joy Luidens, executive secretary, has done for the organization. She was given an ovation. He then said that three of the prominent women executive secretaries of other organizations were present. They were Mildred Hammond, secretary American Life Convention; Mrs. Lillian Herring, secretary Illinois Assn. of Insurance Agents and Illinois Insurance Federation, and Miss Marie Mead, executive secretary H. & A. Underwriters Conference.



Joy Luidens

Mr. Cook recalled that Miss Luidens entered the employ of the association June 11, 1929. Kathryn Garrabrant, her assistant, has been with association about 11 years. Mary Hengst Patterson, bookkeeper, was present. She was married recently but will continue her work however. Mrs. Marie Johnson is another assistant.

Mr. Cook recalled that Miss Luidens entered the employ of the association June 11, 1929. Kathryn Garrabrant, her assistant, has been with association about 11 years. Mary Hengst Patterson, bookkeeper, was present. She was married recently but will continue her work however. Mrs. Marie Johnson is another assistant.

How Membership Expanded

In 1929 there were 467 paid members. Walt Tower was managing director. He died in 1936. At that time there were about 900 members. Each year the membership has grown consistently except during the war period. In 1937 there were 1,250 members; in 1938, 1,454; in 1939, 1,780 and in 1940, 2,108. In 1946 the membership reached 2,083.

Associated with the primary body there are a number of units, including, Life Agency Managers, Life Insurance & Trust Council, Women Life Underwriters, C.L.U., Group Supervisors, Agency Cashiers, and the Agency Supervisors Club. The latter is the only one to keep its own records.

The groups have their own by-laws, elect their officers and directors, arrange their programs independent of each other or the parent body but all activities clear through one source.

In 1929, there were but four C.L.U.'s in Chicago. Today there are 150.

The advisory council is composed of field men elected from each of the life

offices and through this council, members make known what they want and expect from their association.

CHICAGO WOMEN ELECT

Elaine K. Frank, Stumes & Loeb agency, Penn Mutual, was elected president of the Women Life Underwriters of Chicago at the annual meeting. Other officers are: Dorothy Wilson, Occidental Life, vice-president; Genevieve Wallinger, Massachusetts Mutual (Hughes agency), treasurer; Kaye Stahmer, Connecticut Mutual (Hunken agency), secretary. Alice Reichel, Sun Life of Canada, is retiring president.

NAFF ASSOCIATED WITH TODD

Edwin T. Naff has joined the agency of John O. Todd & Associates of Northwestern Mutual Life in Chicago, after a successful career in the sales organizations of office equipment companies. Prior to the war, during which he was a lieutenant in the navy, he was branch manager of Remington-Rand in Tulsa and Cleveland. Recently he has been associated with the Addressograph-Multigraph Corp. in Chicago.

NEW YORK

SUPPORT FLUEGELMAN

The New York City Life Underwriters Assn. which has sponsored David B. Fluegelman, Northwestern Mutual, for nomination for national trustee, announces that the following affiliated New York City organizations have given unanimous endorsement to the candidacy: Life Managers, Midtown Managers, Life Supervisors, League of Life Insurance Women, C. L. U., Million Dollar Producers Club.

WINDHEIM IS PROMOTED

Jack Windheim has been appointed production manager of the Julius M. Eisendrath agency of Guardian Life at New York to take the place left vacant by the death of George L. Bobbe. Mr. Windheim has been with the agency 13 years.

Aaron Press is promoted from brokerage supervisor to brokerage manager.

METROPOLITAN WINS RENT BOOST

Metropolitan Life has received permission from the New York city board of estimate to increase monthly rents in its Stuyvesant and Riverton housing projects. The raise will be from a basic average of \$14 to \$17 per month per room. The city gave its approval after learning that the Stuyvesant project would cost Metropolitan \$90 million instead of \$60 million.

MANAGERS

D. C. Trust Unit Elects

WASHINGTON—The Washington Life Insurance Trust Council, at its annual meeting at Woodmont Country Club, elected as president, Lester A. Lawrence, National Savings & Trust Co., succeeding John L. McElfresh. Vice-president is T. Loehl O'Brien, Massachusetts Mutual, treasurer, J. Wesley Clappitt, Union Trust Co. secretary, Roger L. Baldwin, Northwestern Mutual. Executive committee: Bernard L. Amiss, Washington Loan & Trust Co.; H. Cochran Fisher, Aetna Life; Roger P. Hollingsworth, National Metropolitan Bank; Joseph A. Barbeau, Acacia Mutual.

Oakland Managers Cavort

Games and a beef steak dinner featured the annual outing of the Oakland General Agents & Managers Assn. Monday at Sequoia Lodge. J. J. Brantcom, Oakland manager West Coast Life, was in charge of arrangements. He recently was elected president.

YOUR CHOICE Of the following PREFERRED RISK POLICIES

ORDINARY LIFE
20 PAYMENT LIFE
ENDOWMENT AT 65
LIFE PAID UP AT 65
Minimum Amounts \$2,500

* * * *

General Agency Openings in
ILLINOIS — INDIANA — MINNESOTA

RELIANCE MUTUAL LIFE INSURANCE COMPANY

of Illinois

NORMAN B. ANDERSON, Supt. of Agents

105 W. MADISON STREET

CHICAGO

An Old Line Legal Reserve Company

LIFE REINSURANCE

North American Reassurance Co.

LAWRENCE M. CATHLES, President

110 East 42nd Street

New York 17, N. Y.

LIFE AGENCY CHANGES

Williams Named S. C. Manager for Franklin Life

Ransome J. Williams, former governor of South Carolina and one of the leading personal producers of Jefferson Standard Life, has been named manager



RANSOME J. WILLIAMS

in South Carolina for Franklin Life. Mr. Williams joined Jefferson Standard Life in 1918 and was an outstanding producer for 29 years, leading company in production several times. He

Service

The institutions of Life and Accident and Health insurance are primarily ones of sales and service. We are building on that ideal with "Service" as our watchword.

Our Life and Accident and Health policies are salable and provide maximum coverage and protection to policy owners. Liberal agency commission contracts enable field representatives to build for the future.

We place a high value on human relationships as well as service.

WISCONSIN NATIONAL LIFE INSURANCE COMPANY
Oshkosh, Wisconsin

made his first venture into politics as mayor. He later served in the state legislature. In 1942 he was elected lieutenant governor and after two years became governor to fill the unexpired term of Governor Olin Johnston.

Mr. Williams will combine personal production with organizational work for the Franklin in South Carolina.

Three Metropolitan New Eng. Changes

Arthur J. Pariseau, district manager at Biddeford, Maine, for Metropolitan Life, has been made manager at Manchester, N. H., succeeding J. G. D. Le Bel, who has retired under the company's retirement program. Edward D. Hanson, field training instructor in New England, has been appointed manager at North Adams, Mass., to succeed Lewis W. Merrow, who has been transferred to Wakefield, Mass.

Mr. Pariseau has been with Metropolitan since 1920, since 1930 as a manager in several New England cities. His new headquarters will be at 1015 Elm street.

Mr. Hanson joined Metropolitan in 1929 at Rutland, Vt., becoming assistant manager in 1936 and field training instructor in 1942.

Three Managers Created by Great Amer. Reserve

Great American Reserve has promoted Bob Bourdene to manager of the Dallas group and franchise agency, Robert T. Kavanaugh to manager of the south Texas group and franchise agency, and L. Price Erickson to manager of the Oklahoma and north Texas group and franchise agency.

Mr. Bourdene has been specializing in group and franchise life insurance and wrote approximately \$500,000 in his first month in the business. Mr. Erickson and Mr. Kavanaugh specialize in group hospitalization and surgical insurance and wrote a comparable premium income.

Mr. Bourdene formerly was regional manager of the National Assn. of Manufacturers at Dallas. Mr. Kavanaugh was connected with H. J. Heinz Co. in Pittsburgh, and Mr. Erickson was with the Great West Food Co. prior to entering the army, after which service he became connected with Great American Reserve.

Carter General Agent for Union Mutual in Mich.

David O. Carter has been appointed general agent for Union Mutual Life with headquarters in Hillsdale, Mich. He has supervision over southern Michigan.

For the last five years he was special agent for Mutual Trust Life in Hillsdale. He was in the navy for some time in 1945 and when discharged returned to the latter company. Previously he was in the mercantile business.

Mr. Carter wrote \$500,000 of personal business last year. The appointment was effected by L. R. Lunoe, regional manager, Chicago, who has supervision over Illinois, Indiana, Michigan, Missouri and Minnesota.

Filardo, Garlick in Change

Joseph Filardo, who has been affiliated with the Newark agency of Colonial Life for a number of years, has been promoted to manager at Elizabeth, N. J., where he succeeds Walter Garlick. The latter has been transferred to Paterson.

Names Ahlstrom and Klein

Crown Life has appointed J. Merl Ahlstrom and Sid E. Klein as general agents for eastern Washington with offices in 303 Columbia building, Spokane.

Baldwin Gets D. C. Post for N. E. Mutual

New England Mutual Life has appointed J. Hicks Baldwin general agent for the District of Columbia.

Mr. Baldwin is a native of Washington and a graduate of Allegheny College. He started in the life insurance business in 1927 with his father. During world war I, he was in the coast guard for three years, becoming a lieutenant commander. He is a past president of the District of Columbia chapter of C.L.U.



J. H. Baldwin

Enright Columbus Manager

Richard N. Enright has been appointed manager of the Columbus agency of Central Assurance of that city.

Manhattan Names Perry Utica General Agent

Fred H. Perry, Jr., has been appointed agent of Manhattan Life in Utica.

Mr. Perry has been in life insurance since 1928 when he started with Mutual Life in Johnstown, N. Y. In 1937 he went on a full time basis in Oneonta, N. Y. In 1939 he became supervisor of Mutual's Albany office. In 1943, Mr. Perry became supervisor for Aetna at Albany and later assistant general agent.

Names Bently in Utah

Franklin Life, which recently entered Utah, has named V. W. Bently, formerly of Denver, as general agent. Office is in the Atlas building, Salt Lake City. Mr. Bently, a graduate of Brigham Young University, started in 1937 with American National. He has been general agent for Colorado.

Darnell Named at Sedalia

G. Patrick Darnell has been named district manager at Sedalia, Mo., by General American Life. He served with the provost marshal in the armed forces during the war.

THERE'S LIFE IN THE BERKSHIRE

"This is the complete kit of up-to-the-minute practical sales tools designed expressly to help you get business. You will find this material immensely helpful in obtaining live leads, paving your way to sales interviews and in closing business."



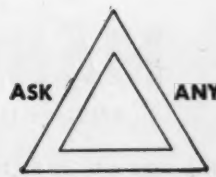
YES, the Manual of Sales Literature is an up-to-date catalogue and ready reference file of printed sales tools which have met the test of proved results.

Samples of all printed pieces available to Berkshire Associates are classified and filed according to the twenty-three basic needs for life insurance, with an explanation of the purpose of each item and suggestions as to how it may be used most effectively.

THE **Berkshire**
LIFE INSURANCE COMPANY
INCORPORATED 1851

HARRISON L. AMBER, President

PITTSFIELD, MASS.



ASSOCIATE



1867 1947

On January 25, 1867, the Equitable Life of Iowa was founded in Des Moines, then a frontier town of 8,000 people.

The 80 intervening years have witnessed the development of that pioneer enterprise into a national institution. In contemplating the completion of its first century of service, the Company will continue to conduct its affairs in the sound, constructive and progressive manner which Time has so thoroughly tested.

EQUITABLE LIFE of IOWA

Founded in 1867 in Des Moines



PROMPT SERVICE

with Complete Brokerage Facilities

DOUBLE FAMILY INCOME BENEFIT (\$20 monthly income per \$1000)

MORTGAGE REDEMPTION PLANS — geared to F.H.A.

PENSION TRUSTS — with Life Insurance or 100% on Deferred Annuities

INSURANCE ON SELECTED DIABETICS

UP TO \$200,000 SINGLE PREMIUM on Life, End. and Annuity Plans

LOW TERM RATES on 5, 10, 15, 20 year and One Year Renewable Plans

FAMILY INCOME TO AGE 65 — also regular 10, 15 and 20 year F.I.B.

FOREIGN TRAVEL and RESIDENCE COVERAGE

PARTICIPATING and NON-PARTICIPATING RATES

INSURANCE IN FORCE 969 MILLION DOLLARS
(Including Deferred Annuities)

ASSETS, 330 MILLION DOLLARS

**THE
MANUFACTURERS
INSURANCE LIFE COMPANY**

HEAD OFFICE • TORONTO, CANADA

1887 — DIAMOND JUBILEE YEAR — 1947

LIFE SALES MEETINGS

Girard Agents Name Hyde President

Planned and conducted largely by the Girard Life Agency Assn., that company's first real postwar convention was held at Virginia Beach with agents attending who had qualified by production over a 15-month period.

Theodore C. Jay, Newark, retiring association president, presided.

A luncheon initiated the convention. George A. Adsit, executive vice-president of Girard, introduced Mr. Jay. The new president is A. Stanley Hyde, Philadelphia general agent.

Walter K. Hardt, president of Girard, gave an inspirational talk in the closing session and an outline of the company's expected progress for 1947 and 1948.

There was an all-day sightseeing trip to historical Williamsburg, Yorktown and Jamestown. A tea for the ladies was held with Mrs. Walter K. Hardt as hostess, assisted by Mrs. Theodore C. Jay of Newark and Mrs. Ezra C. Anstett, Columbus.

Awards to Leaders

At the banquet special awards were made in recognition of production efforts of leading agents. There was entertainment, including a dance act and burlesque of radio quiz programs, participated in by the entire group.

The other new officers of the association are: Vice-president, L. L. Williams, Detroit; secretary-treasurer, Raymond S. Lerch, Reading. Mr. Jay continued on the executive committee and board, and A. D. Goodman, Scranton; C. N. Jones, Corry, Pa., and Roger Snyder, Columbus, become directors.

Old Line Life Annual Being Held in Chicago

The annual meeting of Old Line Life is convening this week at the Edgewater Beach hotel, Chicago. Presiding at the opening business session was P. A. Parker, agency director.

Welcome was delivered by J. H. Daggett, president. E. J. Moorhead, actuary of Life Insurance Agency Management Assn., treated "Business Under Control". H. B. Sturtevant, actuary, discussed "How The Guertin Law Affects Your Company". F. G. McNamara, general agent, spoke on "Opportunity Unlimited".

On the opening evening there was a Star Leaders' Club banquet at which certificates and emblems were awarded. The speaker was Professor W. M. McGovern, Northwestern University.

H. R. Buckman is to be chairman of the final business session. Discussion of "Sales Plans That Click" will be made by W. H. Froehlich, G. J. Nault, general agent, and A. D. Meyer. The "Value of Advanced Education for Life Underwriters" will be the subject of J. P. Betker, assistant agency director. The afternoon session will be piloted by H. R. Adams, A. & H. manager. Verne Leaper will discuss "Franchise Sales and Service." "Security — Social or Anti-Social" will be the subject of E. H. O'Connor, managing director of Insurance Economics Society.

At dinner on the final evening, Mr. Meyer will show movies of the convention. W. J. Moore, secretary, will preside the next morning when a skit will be produced and J. Archer Kiss, lecturer, will develop "Enthusiasm — The Key to Successful Selling."

The convention will attend a Cub

baseball game; there will be golf and shopping tours for the ladies.

Great National Life Holds Estes Park Conference

Great National Life held its annual sales conference at the Craggs, Estes Park, Colo., last week.

Among those on the program were Rhea Latham, Plainview, Tex., "Simple Programming"; Al Kaplan, Austin, who discussed president's and leader's clubs; George Montgomery, Houston, "Life Insurance Must Be Sold and Sold Hard"; Richard N. Lewis, Austin, "Selling Life Insurance"; R. Barney Shields, Dallas, "Estate Analysis"; and Harry J. Syphus, Beneficial Life, Salt Lake City.

At the banquet, Mr. Kaplan received the 1946-47 production award. Mike Barron, Bryan, Tex., and William Susman, Dallas, were awarded efficiency cups. Silver money clips were awarded the 10 National Quality Award winners.

Federal Life Stars Convene at Estes Park, Colorado

The annual meeting of the production clubs of Federal Life are being held at Estes Park, Col., where 130 are gathered.

Among the speakers are Isaac Miller Hamilton, chairman; L. D. Cavanaugh, president; S. Y. Wilson, Detroit; S. Robert Cooper, Chicago manager; A. R. Thompson, secretary; J. P. Block, Chicago; Myer Mersky, Pittsburgh manager; F. T. Bockemuehl, Detroit manager, and C. Ben Irwin, Texas manager. Other speakers are Emery A. Huff, assistant superintendent of agents; J. A. Balcar, Cedar Rapids manager; R. B. Oshier, San Francisco manager; Spencer R. Keare, executive vice-president and superintendent of agents.

Ben Schwartz, Chicago, president of the Inner Circle Club, will preside at the first two business sessions while H. J. Cameron, president of the Federal Life club, Little Rock, will guide the third session. A managers meeting is planned at which Mr. Bockemuehl, president of the managers association, will preside. A number of outdoor diversions have been arranged.

On June 16, the field force completed a campaign in honor of the birthday of President Cavanaugh, setting a volume record for the traditional event.

Lutheran Mutual Parley

The agency convention of Lutheran Mutual Life at Milwaukee was attended by 125 guests. Speakers, including members of the agency force, and panel discussions made up two sessions. One day of the convention was devoted to the organization of the Lutheran Mutual Underwriters Assn. The following were elected officers: H. W. Schields, Milwaukee, president; C. G. Case, Marion, O., vice-president; S. M. Brock, Ionia, Mich., secretary-treasurer. Board of control members are O. J. Cursman, Wadsworth, O.; A. G. Denker, Seguin, Tex.; L. R. Prather, Des Moines, and H. G. Austinson, Ada, Minn.

N. E. Wis. Agents Gather

GREEN BAY, WIS. — Twenty agents of the northeastern Wisconsin agency of Washington National attended a dinner meeting arranged by N. L. Fersley, agency manager. He reported on the recent annual convention at Colorado Springs. B. J. Spurr of the home office staff discussed developments in the life insurance business. A veteran's gold button and certificate were presented to Lee Nygaard, agent at Gillett.

The annual \$100,000 Production Club convention of **Columbian Mutual Life** has been set for Aug. 20-22 at Memphis.



J. H. Daggett

ACCIDENT AND HEALTH

John Marshall Ins. Co. Awakens Doctors' Interest

The magazine "Medical Economics" carries an article boosting John Marshall Ins. Co. of Chicago under the caption "Health Insurance—A New Package."

This article credits John Marshall with offering a "uniform national contract" which is designed to appeal to national employers impatient with variations from state to state in non-profit plans. Also John Marshall is credited as being the only commercial insurer that uses the service principle of paying for semi-private hospital care bills in full with no cash limitation. It covers chronic and pre-existing conditions, tuberculosis and nervous and mental diseases. Mention is made of the fact that John R. Mannix, president of John Marshall, is a former Blue Cross leader as are many of those associated with him.

Mr. Mannix was quoted as saying that non-profit health insurance has restricted its scope unnecessarily. It is making needless demands on doctors, hospitals and the public. Also he said there is a serious gap between local and national plans.

According to this article, John Marshall started selling contracts last Dec. 1 and its objective is an enrollment of 200,000 by the end of this year.

John Marshall expects soon to cover dental care and provide cash indemnity features. According to the article, four state medical societies are now pondering whether to sponsor the health care plan of John Marshall.

New Mass. Law Permits Cities to Buy Athletic Cover

An amendment to the Massachusetts general laws, signed by Governor Bradford, permits cities and towns of the state to provide insurance for payment of medical, hospital and surgical expenses for injuries incurred by public school students participating in athletics. Previously, athletic associations or school athletic departments were liable for such payments.

The Medford school committee has voted to accept bids from companies willing to write high school male and female athletes under a general policy.

Names A. A. Karduna

Union Casualty of New York has appointed A. A. Karduna, formerly with Mutual Benefit Health & Accident and United Benefit Life, general agent in Brooklyn and Long Island. Union Cas-

ualty, which has been writing accident and health group business, is now entering the individual field with A. & H., hospital and surgical policies. The Karduna agency has offices at 111 Court street, Brooklyn.

May Transfer "Week" Funds

Members of the general committee in charge of Accident & Health Insurance Week when that activity was suspended a number of years ago have been circularized in regard to a proposal to transfer the funds that were on hand when its work was discontinued to the recently organized Disability Insurance Joint Committee, representing the National Assn. of Accident & Health Underwriters and company groups. That committee has plans under way to make a survey of sales potentialities in the accident and health field and it is suggested that these funds be used for that purpose. No opposition to the carrying out of this proposal is expected.

Van Cleve Addresses Club

Harry R. Van Cleve, of the John W. Yates general agency of Massachusetts Mutual Life in Los Angeles, will be the speaker at a meeting of the Accident & Health Underwriters Assn. of Los Angeles, his subject being "Are You an Executive?"

COMPANY MEN

Midwest Life Men Make Changes

LINCOLN, NEB.—John W. Weber, Midwest Life manager at Denver for the last six years and since Jan superintendent of the western division, has been appointed superintendent of agencies and will move here July 1. He formerly was associated with Sun Life of Canada.

His successor in Denver will be H. F. Lyons, senior associate in the Denver agency. R. L. Weber, second high producer at Denver in 1946 and third among the company's agents will succeed Lyons as assistant manager at Denver.

C. H. Fairchild, former member of the Denver agency, located at Alamosa, Colo., has been appointed manager in charge of seven counties in southern Colorado.

Other Shifts in Staff

Alvah Jorgensen, formerly associated with C. K. Cullings in the Exira, Ia., state bank, has resigned to become assistant manager of the W. J. Kness agency of western Iowa.

W. T. Young, leading producer at Denver of the Midwest Life in 1946 and second high producer for the entire company, is joining the home office agency staff here as supervisor with the primary responsibility of training new agents. After discharge from the army in 1944 he joined the Denver agency on a part-time basis and became a full-time agent in November, 1945.

Dawson Loan Supervisor

John S. Dawson has been named supervising appraiser in charge of the Prudential's mortgage loan office at St. Louis, succeeding Loren L. Sowers, who has been transferred to Chicago. Mr. Dawson joined Prudential in 1946 following three years in the army air forces. He goes to St. Louis from the Kansas City headquarters of the mid-continent branch.

Helphand Resumes Post

LOS ANGELES—Ben J. Helphand, formerly associated with the Pacific

Mutual Life's actuarial department but more recently in the actuarial department of the South Carolina insurance department, has resigned to rejoin Pacific Mutual. He was in the armed services throughout the war.

Thirlwell to Head Office

J. L. Thirlwell has been promoted from supervisor at Calgary to agency assistant at head office of Great-West Life. He was a major in the army and won the military cross for bravery in action.

Mortgage Men Assigned

Loren L. Sowers and O. M. Aamodt have been made assistant managers of the Chicago mortgage loan branch of Prudential. Mr. Sowers, who has been a supervising appraiser in St. Louis, replaces Eldridge Hitt, who resigned while Mr. Aamodt is advanced from supervising appraiser to assistant manager in charge of industrial loans. In St. Louis, John S. Dawson replaces Mr. Sowers as supervising appraiser.

General Promotes Hudgins

W. T. Hudgins, Detroit manager of General Life of Detroit, has been elected vice-president.

Mr. Hudgins has been in the business

25 years and was home office agency supervisor for Liberty Life prior to joining General a year ago.

The company was formerly Agricultural Life which was placed in conservatorship during the depression to liquidate its portfolio of farm mortgages. A group of Georgia investors purchased the old stockholders' interest and changed the name. The company has assets of \$3 million and is now licensed in Michigan and Georgia.

Aetna Names Fuchs Instructor

Richard P. Fuchs, of the C. E. Clinton general agency of Aetna Life in Omaha, has been named an instructor in the company's life insurance schools in Hartford.

Mr. Fuchs joined Aetna in 1945, and in 1946 and 1947 qualified for the Aetna Life Corps of Regionnaires.

Harold Ray, executive vice-president First-Mechanics National Bank of Trenton, was elected to the board of Manhattan Life.

Zepf with Blosser & Hill

Arthur L. Zepf, former special representative of the Royal-Liverpool group, has joined the Blosser & Hill agency of Aetna Life in Toledo.

OUR SIXTY-FIRST YEAR

ASK THE MAN

Who owns one

General Agent
BANKERS LIFE
NEBRASKA

"Ask me!—I own a Bankers Life of Nebraska General Agents' contract;—have for eleven years—and I like it."

"Here's why! I have a contract that makes me make money; that makes it possible to attract right people to my agency. A company that is old in years, but young in spirit. Policy contracts that stand comparison in any field. Home Office assistance and direction that is progressive in ideals and action, and considerate of my problems. Best of all—I have an Opportunity for the Future—to build and grow—and succeed."

(Excerpt from a letter from "A man who owns one." He is J. H. Brown, General Agent, Pittsburgh, Pa.)

Ask any Bankers Life of Nebraska man what HE thinks about HIS future—and you'll see what we mean.

Bankers Life
INSURANCE COMPANY
OF NEBRASKA

THE UNITY LIFE & ACCIDENT INSURANCE ASSOCIATION

Insures
The Whole Family

Unity agents are equipped
to serve every need for per-
sonal insurance. Juvenile
policies our specialty.

E. R. DEMING
President

L. J. BAYLEY
Secretary

HOME OFFICE—SYRACUSE, N. Y.

e Shown Under Eight Classifications

5 Bankers, Iowa	122,694,180	86 American United	31,160,769	11 Mass. Mutual	2,429,349,741	71 State Farm	215,501,294
6 Manufacturers	102,538,835	87 Savings Bank, Mass.	29,536,326	12 Aetna	2,388,732,556	72 Washington Natl., Ill.	202,122,039
7 Great-West	99,536,784	88 Amalgamated Life, N. Y.	28,717,000	13 Penn Mutual	2,376,047,351	73 Life & Casualty	201,900,134
8 Life of Ga.	94,328,405	89 Paul Revere	28,605,847	14 Lincoln National	2,268,040,180	74 Columbus Mutual	201,611,851
9 Franklin Life	92,513,739	90 Security L. & T., N. C.	28,440,363	15 New England Mutual	2,218,672,032	75 State, Ind.	201,468,975
10 Equitable, Iowa	90,110,821	91 Manhattan Life	28,087,666	16 Connecticut Mutual	1,540,193,118	76 Bankers, Neb.	194,352,577
11 Mutual Benefit	89,392,935	92 Savings Bank, N. Y.	27,896,704	17 Union Central	1,280,952,103	77 Excelsior, Can.	192,621,567
12 National Life, Vt.	87,661,669	93 Credit Life	27,889,929	18 Connecticut General	1,253,833,188	78 Continental Amer.	191,625,421
13 Provident L. & A.	86,441,056	94 Security Mutual, N. Y.	27,705,905	19 Provident Mutual	1,200,465,802	79 Manhattan Life	176,399,690
14 General American	85,618,947	95 Equitable, D. C.	27,203,501	20 Bankers, Iowa	1,016,067,726	80 Indianapolis Life	174,947,531
15 Life & Cas.	84,978,058	96 Northern, Washington	27,088,228	21 Manufacturers	892,655,866	81 Atlantic Life	173,849,927
16 Jefferson Standard	83,084,151	97 Beneficial	26,702,189	22 Phoenix Mutual	887,100,841	82 Commonwealth Life	171,582,331
17 Canada Life	81,657,555	98 Berkshire Life	25,440,223	23 Canada Life	845,872,511	83 Midland Mutual	169,339,175
18 Mutual, Canada	81,617,373	99 Continental Life, D. C.	25,177,188	24 Equitable, Iowa	834,891,241	84 Beneficial Life	169,562,693
19 Home Life, N. Y.	78,210,382	100 Interstate L. & A.	25,135,503	25 National Life, Vt.	828,250,367	85 Security Mutual, N. Y.	168,966,400
20 Confederation Life	77,474,887			26 Occidental, Cal.	814,858,986	86 Farm Bureau	167,562,277
21 State Mutual	77,045,780			27 London Life	814,095,886	87 Gulf, Fla.	166,074,325
22 Cal.-West. States	76,872,803			28 Great-West	812,412,221	88 Ohio State	165,966,023
23 Minnesota Mutual	74,080,881			29 Mutual Life, Can.	806,210,543	89 Pilot, N. C.	162,329,105
24 Phoenix Mutual	72,311,010			30 State Mutual, Mass.	792,509,655	90 Northern, Wash.	158,533,600
25 Reliance Life	71,789,286			31 Pacific Mutual	777,432,607	91 United States Life, N. Y.	153,676,494
26 Provident Mutual	71,705,706			32 Reliance Life, Pa.	759,312,379	92 Union Mutual	145,501,313
27 N. W. National	69,163,146			33 Western & Southern	734,075,381	93 Paul Revere	144,534,071
28 Southwestern	67,345,654			34 Acacia Mutual	709,469,080	94 West-Coast Life	147,786,935
29 Pacific Mutual	67,011,749			35 Guardian, N. Y.	680,357,925	95 Lutheran Mutual	134,287,390
30 Crown Life, Canada	66,002,007			36 Kansas City	672,612,504	96 Security L. & T.	130,877,395
31 Washington National	64,924,251			37 Jefferson Standard	672,181,605	97 Old Republic Credit	130,345,677
32 Kansas City Life	64,523,934			38 Home Life, N. Y.	655,227,912	98 Volunteer State	128,720,845
33 Acacia Mutual	63,738,838			39 Confederation Life	600,357,593	99 Amicable	128,496,180
34 Union Central	63,428,704			40 National L. & A.	598,796,902	100 Bankers National	125,454,369
35 Liberty Natl., Ala.	61,440,486			41 N. W. National	551,807,561		
36 Gulf Life	60,402,214			42 United Benefit	540,046,512		
37 Guardian Life	60,178,907			43 Southwestern	532,588,935		
38 Pilot Life	56,145,366			44 Fidelity Mutual	509,709,141		
39 Monumental	52,974,712			45 American National	502,730,686		
40 Old Republic Credit	52,683,205			46 Crown Life	436,924,034		
41 Fidelity Mutual	51,018,181			47 Franklin Life	409,352,404		
42 United States Life, N. Y.	48,735,692			48 Imperial, Canada	392,859,597		
43 Liberty Life, S. C.	48,697,334			49 Life of Virginia	390,354,544		
44 State Farm Life	47,957,322			50 American United	367,012,834		
45 Great Southern	46,818,196			51 North America, Can.	362,590,277		
46 Business Men's Assn.	45,044,463			52 General American	356,693,554		
47 Farm Bureau Life, O.	44,333,254			53 Great Southern	356,341,006		
48 Protective Life, Ala.	43,031,503			54 Minn. Mutual	354,612,667		
49 Commonwealth	42,386,513			55 Continental, Ill.	343,853,038		
50 Union Labor, N. Y.	41,992,973			56 Calif.-Western States	342,450,265		
51 Imperial, Canada	41,802,460			57 Ohio National	316,412,490		
52 Independent L. & A.	41,578,660			58 Mutual Trust	306,061,422		
53 Cuna Mutual	40,485,054			59 Berkshire	298,870,306		
54 N. American, Canada	40,480,147			60 Dominion Life	294,959,997		
55 Mutual Trust	39,970,712			61 N. A. Reassurance	284,721,300		
56 Home Beneficial	39,851,471			62 Country Life	284,580,200		
57 Guarantee Mutual	39,629,419			63 Pan-American	272,198,663		
58 N. Amer. Reassurance	38,581,800			64 Savings Bank, Mass.	270,755,492		
59 Ohio National	37,900,603			65 Business Men's	254,145,296		
60 Peoples Life, D. C.	36,002,838			66 Columbian Natl.	242,893,129		
61 Country Life	35,627,350			67 Guarantee Mutual	241,574,825		
62 United Ins., Ill.	35,300,343			68 Central, Iowa	231,033,826		
63 Dominion, Canada	33,808,440			69 Southland Life	230,660,663		
64 Pan-American	33,284,892			70 Monumental Life	221,899,142		
65 Knights Life, Pa.	32,706,361						

PAID POLICYHOLDERS

(Excluding A. & H.)

1 Metropolitan	592,336,076
2 Prudential	448,636,249
3 Equitable, N. Y.	226,656,677
4 New York Life	189,794,091
5 John Hancock	129,146,055
6 N. W. Mutual	115,113,713
7 Mutual Life, N. Y.	103,737,229
8 Sun, Canada	100,540,802
9 Travelers	92,789,180
10 Aetna	84,308,187
11 Mutual Benefit	59,531,800
12 Penn Mutual	53,120,767
13 Mass. Mutual	52,191,793
14 New England Mutual	43,107,833
15 Connecticut Mutual	32,184,149
16 Union Central	29,661,460
17 Connecticut General	28,958,590
18 Provident Mutual	26,870,694
19 Canada Life	24,868,819
20 National Life, Vt.	19,952,993
21 Bankers, Ia.	19,603,562
22 Lincoln National	19,202,983
23 Phoenix Mutual	19,041,981
24 Manufacturers	18,583,246
25 Western & Southern	17,495,667
26 Mutual Life, Can.	16,897,185
27 Pacific Mutual	16,290,270
28 London Life	14,562,911
29 State Mutual, Mass.	13,702,099
30 Equitable, Ia.	13,615,598
31 Great-West	13,340,348
32 National L. & A.	12,994,722
33 Confederation Life	12,179,668
34 Fidelity Mutual	12,166,254
35 General American	11,267,414
36 Occidental, Cal.	10,941,263
37 Reliance Life	10,941,263
38 Guardian, N. Y.	10,941,263
39 Kansas City	9,952,757
40 American National	9,927,300
41 Home Life, N. Y.	8,990,930
42 Life of Virginia	8,300,343
43 Imperial, Canada	7,610,336
44 Jefferson Standard	7,426,833
45 N. W. National	7,224,414
46 Acacia Mutual	6,964,282
47 Southwestern	6,272,654
48 Continental, Ill.	6,954,154
49 Life of Georgia	5,870,878
50 Berkshire	5,758,096
51 North American, Can.	5,302,014
52 American United	5,254,709
53 Crown Life	5,217,647
54 Teachers Ins. & Ann.	5,141,095
55 Minn. Mutual	4,949,226
56 Calif.-Western States	4,798,763
57 Dominion Life	4,422,622
58 Great Southern	4,324,173
59 Mutual Trust	4,256,387
60 Washington Natl., Ill.	4,254,527
61 Pan-American	4,181,334
62 Monumental Life	4,150,258
63 State, Ind.	4,133,249
64 Ohio National	4,069,750
65 Life & Casualty	4,068,714
66 Franklin Life	3,982,278
67 Columbian Natl.	3,812,368
68 Savings Bank, Mass.	3,589,842
69 Central, Iowa	3,424,377
70 West-Coast Life	3,323,740
71 Pilot, N. C.	3,277,277
72 Shenandoah	3,049,145
73 Liberty National	3,039,301
74 Presbyterian Min.	3,009,961
75 Columbus Mutual	2,894,123
76 Atlantic Life	2,780,017
77 Union Mutual	2,618,837
78 Continental Amer.	2,593,250
79 N. A. Reassurance	2,493,260
80 Business Men's	2,492,172
81 Guarantee Mutual	2,438,682
82 Colonial Life	2,407,521
83 Midland Mutual	2,384,720
84 Manhattan Life	2,353,001
85 Excelsior, Can.	2,317,196
86 United Benefit	2,310,259
87 Indianapolis Life	2,271,354
88 Bankers, Neb.	2,266,095
89 Boston Mutual	2,225,899
90 Southland Life	2,222,658
91 Amer. Mutual	2,196,608
92 Security Mutual, N. Y.	2,146,845
93 Gulf, Fla.	2,139,483
94 Illinois Bankers	2,108,727
95 Northern, Washington	2,049,395
96 Home Life, Pa.	2,024,541
97 Protective, Ala.	1,989,937
98 Peoples, D. C.	1,976,799
99 Baltimore Life	1,960,741
100 Provident L. & A.	1,916,386

ORDINARY IN FORCE

(Excluding Group)

1 Metropolitan	17,616,564,689
2 Prudential	14,923,358,237
3 New York Life	8,543,308,415
4 Equitable Society	6,069,564,474
5 N. W. Mutual	5,045,769,692
6 John Hancock	4,619,862,821
7 Mutual Life, N. Y.	3,948,622,700
8 Travelers	3,364,862,048
9 Sun, Canada	2,875,829,115
10 Mutual Benefit	2,461,730,612

GROUP IN FORCE

1 Metropolitan	7,340,824,705
2 Equitable Society	4,494,402,116
3 Travelers	3,995,207,592
4 Aetna Life	3,925,514,136
5 Prudential	2,860,034,868
6 John Hancock	1,344,798,678
7 Connecticut General	848,986,652
8 Sun, Canada	697,303,638
9 General American	488,248,318
10 Occidental, Cal.	404,045,695
11 Continental Assur.	358,456,251
12 Provident L. & A.	237,983,179
13 Shenandoah	220,544,685
14 Canada Life	156,258,243
15 N. W. National	133,418,987
16 Bankers, Ia.	131,703,627
17 Union Labor	127,924,594
18 Protective, Ala.	125,531,328
19 Cuna Mutual	125,051,467
20 Great-West	96,197,162
21 Lincoln National	94,302,116
22 London Life	77,020,000
23 Amalgamated, N. Y.	74,663,000
24 Confederation Life	72,351,938
25 Minn. Mutual	66,729,570
26 Bankers Security	54,963,674
27 Life of Virginia	51,579,632

HALF a CENTURY of
50th
 Anniversary
YEAR
American Mutual Life
 Insurance Company
 FOUNDED 1897
 Des Moines, Iowa

COUNTRY LIFE
 INSURANCE COMPANY

*"Outstanding
 in Every Respect"*

HOME OFFICE • CHICAGO, ILLINOIS

28 Calif.-Western States	51,209,978	90 Constitution Life	2,190,000
29 Mutual Life, Can.	48,955,193	91 Paul Revere	2,168,000
30 Southwestern	47,458,069	92 Natl. Fidelity	2,094,846
31 Amer. Standard, D. C.	42,464,300	93 Amer. Hosp. & Life	2,070,100
32 U. S. Life	37,912,168	94 Employers Life, Ala.	1,995,000
33 Pilot, N. C.	30,109,800	95 North Carolina Mut.	1,774,607
34 Washington Natl.	27,349,278	96 Country Life	1,697,000
35 West-Coast Life	26,250,195	97 United Benefit	1,686,500
36 Savings Bank, Mass.	22,832,750	98 World, Neb.	1,612,500
37 Benefit Assn. R. R. Empl.	19,799,500	99 Loyal Protective	1,573,000
38 Northern, Wash.	19,474,533	100 Home Life, Pa.	1,557,945
39 Manufacturers	19,039,448		
40 Columbian Natl.	18,734,687		
41 Capitol Life, Col.	16,941,532		
42 Business Men's Assur.	16,281,785		
43 National L. & A.	15,940,500		
44 Great Southern	15,424,350		
45 Montreal Life	14,046,110		
46 Credit Life	14,031,008		
47 Reserve Loan	13,010,696		
48 Imperial, Canada	12,968,969		
49 State Mutual, Mass.	12,837,626		
50 Pyramid, N. C.	12,397,273		
51 Western & Southern	11,463,890		
52 Gulf, Fla.	11,405,150		
53 Pan-American	11,244,200		
54 North Amer. Acc.	11,065,296		
55 Dominion Life	10,783,980		
56 Federal, Ill.	9,315,937		
57 Union Mutual	9,014,180		
58 Atlas Life, Okla.	8,577,970		
59 Pacific Mutual	8,496,146		
60 Southland Life	8,477,163		
61 Svgs. Bank, N. Y.	8,281,000		
62 North Amer. Can.	7,961,132		
63 Mass. Mutual	7,604,834		
64 Security L. & T.	7,515,700		
65 Farm Bureau, O.	7,292,900		
66 Progressive Life, Ga.	6,708,385		
67 Liberty, S. C.	6,227,956		
68 Crown Life	5,639,676		
69 Michigan Life	4,966,605		
70 Amal. L. & H.	4,898,000		
71 Peoples, Ind.	4,424,259		
72 Commonwealth Life	4,280,661		
73 Colonial Life	4,181,039		
74 Guardian, N. Y.	4,146,101		
75 Alliance Life	3,940,250		
76 Union Central	3,606,794		
77 Great National, Texas	3,486,840		
78 Cooperators Life	3,231,500		
79 Volunteer State	3,088,481		
80 Ky. Home Mutual	3,001,000		
81 Northern Canada	2,996,400		
82 North American L. & C.	2,922,444		
83 Franklin Life	2,852,936		
84 North American, Ill.	2,553,550		
85 Hoosier Farm Bureau	2,541,395		
86 State Farm	2,420,861		
87 Security Mutual, Neb.	2,287,300		
88 Southern Life, Ga.	2,281,244		
89 Acacia Mutual	2,212,083		

COMPANIES

N. W. National Increases Capital to \$2,200,000

The directors of Northwestern National Life have voted to increase the par value of the capital stock from \$7.50 to \$10 a share which increases its capitalization from \$1,650,000 to \$2,200,000. This was effected by transferring \$550,000 from surplus of the stock department to capital account, thereby increasing the permanent cushion of safety for policyholders in both the mutual and stock departments in line with the company's growth, according to O. J. Arnold, president. No increase in the amount of dividend per share of stock is contemplated at this time regardless of the increase in par value, Mr. Arnold said.

Mutual Benefit Life Buys New York City Building

Mutual Benefit Life has bought from Tishman Realty & Construction Co., land upon which Tishman interests have completed construction of a 22-story building which occupies the entire easterly blockfront on Park avenue between 56th and 57th streets, New

York. The transaction involved cash payment of \$3 million.

The Tishman Co. has taken a 21-year lease on the land at a rental of \$175,000 a year net, with renewal options for additional periods, and has arranged for a \$6 million leasehold first mortgage to secure bonds maturing in 20 years and covering the structure. Bonds totaling \$3,500,000 have been taken by John Hancock Mutual and the balance by Mutual Benefit.

\$100 Million Industrial in Force for Boston Mutual

Boston Mutual Life has reached the \$100 million mark for industrial insurance in force. The first \$50 million was achieved in 1935 after 44 years and the second was gained in 12 years only.

New industrial sales for the first 5 months of 1947 are running ahead of the same period 1946, but the gain is slightly less. The combined gain of industrial and ordinary is averaging over \$1 million per month and the combined total in force stood at \$158 million May 31.

Travelers Cuts Work Week

HARTFORD — The Travelers companies will reduce their work week from 37½ to 35 hours in the summer months, President Jesse Randall announced. The new schedule will be from 8 a.m. to 4 p.m., with an hour for lunch.

Seek Permit to Sell Stock

Citizens Life & Casualty of Los Angeles, now being organized, has filed application with the California department for a permit to sell 20,000 shares of capital stock, par value \$10, at \$20 per share, to Citizens Underwriting Corp., a holding company, to net \$200,000 capital and \$200,000 surplus. The holding company earlier this year was granted a permit to sell 47,100 shares of capital stock to the public, proceeds of \$471,000 after promotion expense to be placed in escrow for the purpose of purchasing the insurance company's stock. The total of \$400,000 is stated to be on deposit.

FRATERNALS

Fraternal Reserves Call for Conservatism; Dineen

BUFFALO — The need for conservatism in fixing reserves for fraternal societies was stressed by Superintendent Dineen of New York in his talk before the annual meeting of Protected Home Circle here. He praised the 1946 law which requires fraternal societies to accumulate within seven years an additional contingency reserve equal to the difference between 3½% reserves and the actual reserves maintained on certificates valued at assumptions exceeding 3½%. However, this requirement should not be regarded as a cure-all, he said. The tendency of actuaries to make present interest assumptions at various figures ranging downward from 3% must be heeded, he warned. While it will be a genuine accomplishment to place old reserves on a 3½% basis over a seven-year period "we must necessarily keep alert to interest trends and be prepared to take such conservative action as may be needed," he said. He also mentioned the careful management that is needed to keep expenses within the loadings, during these days of rising expenses.

Aid Assn. Forges Ahead

New production of Aid Assn. for Lutherans in May was \$4,617,030 and for the first five months it was \$20,998,823, an increase of \$525,042. The E. H. Neuman agency of Wisconsin was first in May with \$303,000 and for five months with \$1,353,630. Fred C. Bammel of Wisconsin led individually in May with \$77,750 and for five months

led the field by a margin of \$59,250 with a total of \$362,750. There was \$3,508,330 adult insurance and \$1,108,700 juvenile. The average adult certificate was \$2,348 and the average for juvenile was \$941.

Gleaners Meet Oct. 15-17

Gleaner Life of Detroit will hold its national convention at Hotel Anthony, Ft. Wayne, Ind., Oct. 15-17. R. G. Ransford will preside.

Eagles Meet in Chicago

The Eagles' grand aerie convention will be held in Chicago Aug. 11-14, with the Sherman and Morrison hotels as headquarters.

Virginia Congress Meets

At the annual meeting of the Virginia Fraternal Congress at Roanoke, Hill Montague of Richmond was elected president.

Myron E. Bristow, examiner for the Virginia department and former commissioner of banking, was a speaker.

Deslauriers President

ST. PAUL — The Twin Cities Fraternal Life Underwriters Assn. has elected Zephyr Deslauriers, president; K. M. Trygstad and Ray F. Selken, vice-presidents; Hugh Young, secretary, and Levi Jespersen, treasurer.

Otto Rentner, vice-president and general counsel of Aid Association for Lutherans, who formerly made his home in Chicago, has moved to Appleton, Wis.

William H. Hunter, Stratford, Ont., past supreme chief ranger of Independent Order of Foresters, Toronto, was honored at a dinner at the Scarboro Golf & Country Club at which the society's executive council was host. The occasion was his completion of 50 years' membership in the society. He was presented a handsome silver tea service by Victor Morin, present head of the society, on behalf of the group. Mr. Morin and George R. Cottrell, former treasurer, spoke in tribute to Mr. Hunter, who was solicitor from 1895 to 1907, then supreme counselor and a member of the executive council until 1917, and head of the order from that year to his retirement in 1929.

Launch Cleet on Campaign

FRESNO — The candidacy of Charles E. Cleeton, Occidental Life, Los Angeles, for reelection as N.A.L.U. trustee, was enthusiastically endorsed at the convention here of California State Assn. of Life Underwriters.

Connecticut U. Class Elects

Class officers elected for the first life marketing school at the University of Connecticut are: President, M. N. Myatt, President Mutual, Rutland, Vt.; vice-president, Alvin S. Wylie, New Life, Plainfield, N. J.; and sergeant-at-arms, David Bird, George Washington Life, Charleston, W. Va.

RECORDS

PHILADELPHIA LIFE — New business in May was \$3 million, 17% ahead of 1946 for the same period. Of this total 54% came from new agents. The general agents in the Philadelphia territory gave President William Elliott a dinner in honor of the May achievement.

AETNA LIFE — A record-breaking number of 1,322 agents representing 76 general agencies qualified as 1947 "Early Birds" in the first week of the 1947 regional year June 2-7, having written one or more apps. Trophies were awarded to three general agencies which led in their respective groups in number of apps written Early Bird Week above their 1946 weekly application average. The O. A. Krebs agency, New York city, led group I with 650% increase over 1946 weekly average; Babcock & Schmitt, New Haven, led group II, 833% increase; O. Pryce Jones agency, Winnepeg, led group III, 800% increase.

ACTUARIES

CALIFORNIA

Barrett N. Coates Carl E. Herfurth
COATES & HERFURTH
CONSULTING ACTUARIES
609 Market Street 437 S. Hill Street
SAN FRANCISCO LOS ANGELES

ILLINOIS

DONALD F. CAMPBELL
and
DONALD F. CAMPBELL, JR.
Consulting Actuaries and Public Accountants
188 W. Randolph St., Chicago 1, Ill.
Tel. State 1336

WALTER C. GREEN
Consulting Actuary
211 Wacker Drive
Chicago
Franklin 2633

HARRY S. TRESSEL
Certified Public Accountant and
Actuary
10 S. La Salle St., Chicago 3, Ill.
Associates
M. Wolfman, F. A. I. A. Franklin 4020
N. A. Moscovitch, A. I. A.
W. E. Gillette, C. P. A.
W. P. Kelly

INDIANA

Haight, Davis & Haight, Inc.
Consulting Actuaries
FRANK J. HAIGHT, President
Indianapolis—Omaha

HARRY C. MARVIN

Consulting Actuary
221 E. Ohio Street
INDIANAPOLIS, INDIANA

MISSOURI

NELSON and WARREN
Consulting Actuaries
915 Olive Street, Saint Louis
Central 3126

NEW YORK

Established in 1885 by David Parks Fackler
FACKLER & COMPANY
Consulting Actuaries
8 West 40th Street New York

Consulting Actuaries
Auditors and Accountants
Wolfe, Corcoran and Linder
116 John Street, New York, N. Y.

PENNSYLVANIA

FRANK M. SPEAKMAN
CONSULTING ACTUARY
Associate
E. P. Higgins
THE BOURSE PHILADELPHIA

, 1947
0 with
3,500-
juve-
e was
le was
7
old its
thony,
Rans-
ention
y, with
els as
s
e Vir-
anoke,
lected
or the
com-
ter.
Frater-
lected
K. M.
-presi-
d Levi
d gen-
n for
home
, Wis.
Ont,
pend-
, was
o Golf
ciety's
occa-
years'
e was
ervice
he so-
t. Mo-
ormer
Hun-
1907,
ember
7, and
to his
ign
harles
s An-
trus-
at the
State
st life
ity of
N.
Vt.;
New
nt-at-
ngton
siness
ad of
total
eneral
gave
er in
aking
ng 70
Early
47 re-
n one
arded
ed in
er of
above
erage.
city.
r 1946
hmitt
rease
s, led



"... like a Miracle!"

"I feel as though John were still here . . . signing every check, as he used to do. His thoughtful planning with his insurance man has given me money for immediate bills, and for the children's college later. The mortgage is paid off. Each month, so long as I live, a check will come—from him."

* * * *

Struck by grief, but not by fear—this widow sums up all that is best in the profession of life insurance. Such bittersweet endings are inspiration to the underwriter whose planning makes them possible. . . . They are dramatic evidence of the quiet miracle of life insurance at work. What other profession can offer such deep personal gratification, such heartfelt impetus to future success?

ÆTNA LIFE INSURANCE COMPANY

*Affiliates: Ætna Casualty and Surety Company
Automobile Insurance Company • Standard Fire Insurance Company
HARTFORD 15, CONNECTICUT*



True Stories about the Crop that never Fails

HAVE YOU HEARD WHAT HAPPENED TO THE GLENNS?

The story of a typical American Farm Family

MIDWEST, U.S.A. A very special check has arrived at a little farm not far away — the first of a long series — and that check, and all the ones to follow, is a wonderful example of a man's love and foresight.

It all began several years ago. The farmer's name was Glenn and he was very proud of that farm of his. He'd worked and improved it faithfully year after year.



Glenn was a good family man, too. He had five children and plenty of dreams for their future and education.

In every way, the Glenns were a typical American farm family, loving the soil, the home and the children.

Mr. Glenn did a very smart thing. He fixed things so that neither he, if he lived, nor his family, if he died, would ever be poor.

Yes — with life insurance — through the Northwestern Mutual.

How Glenn managed this security

"You see," said the Northwestern Mutual agent, "you set aside life insurance money to protect your loved ones, to make sure that your farm remains in your family's

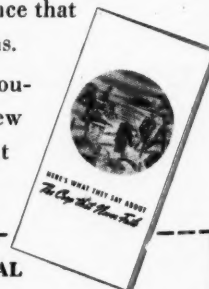
hands if you should die, but all the time the cash value of your policy is increasing. If hard times come, you can borrow money on that cash value and still keep the policy in force. A good many people overlook that part of life insurance."

So, Mr. Glenn took the Northwestern Mutual plan and found that the dividends reduced the premiums considerably — and that the cash value of the policy was a growing and valuable reserve fund.

Then, just 5 years after the plan was started, Mr. Glenn died, and the Northwestern Mutual agent delivered the first of a series of monthly income checks to Mrs. Glenn, checks that will come to her as long as she lives. They will enable her to be with her five children, to keep the farm and to help hire a hand until the Glenn boys can take over.

By all means see the Northwestern Mutual agent when he calls. Ask him to show you the significant difference between life insurance companies — a difference that meant a great deal to the Glenns.

In the meantime, send the coupon below for a copy of the new booklet called, "The Crop that never Fails."



**THE NORTHWESTERN MUTUAL
LIFE INSURANCE COMPANY**
Milwaukee, Wisconsin

Please send me a copy of your new booklet, "The Crop that never Fails". I understand this places me under no obligation.

Name

Address

This advertisement appeared in Successful Farming

